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GAMEPRO

JUNE 7, 2012 · WWW.E3EXPO.COM

KONAMI: BACK WITH A REVENGEANCE

NEW METAL GEAR AND CASTLEVANIA ENTRIES LEAD THE CHARGE

onami Digital Entertainment, Inc.'s
E3 2012 lineup spans a wide array
of platforms and dials up some
of the company's best-loved
franchises, expanding them In new and
exciting directions.

In celebration of the wildly popular Metal Gear series' 25th anniversary, new entry Metal Gear Rising: Revengeance demonstrates Konami's penchant for extending and radically evolving a franchise. The action game is wholly unlike any previous game in the series. Set several years following the events of the smash hit Metal Gear Solid 4: Guns of the Patriots, Metal Gear Rising: Revengeance hails from Platinum Games, the studio behind Bayonetta and Vanquish—two of the most intense action games in recent years.

CONTINUED ON PAGE 6



INDUSTRY ANALYSIS SPOTLIGHTS CROSS-PLATFORM TRENDS

ONLIVE AND RAZER SHOWCASE CLOUD GAMING INNOVATIONS

loud gaming market leader OnLive and hardware designer Razer joined forces Wednesday with International Data Corporation (IDC) Gaming Research Manager Lewis Ward for the Cloud and X-Platform Gaming Press Conference at E3. The event focused on the companies' trailblazing initiatives, as well as the game community's adoption of cloud gaming—including its market potential, risks, and consumer awareness.

OnLive CEO Steve Perlman detailed the latest addition to the cloud-based service, which is available via computers, smart phones, and tablets, as well as a proprietary micro-console that connects to televisions. The company recently announced a deal with LG Corp to include its cloud gaming app on upcoming television sets. The app offers the full range of OnLive services, including social features offered through other platforms. Plus, OnLive now offers one-click play via web browsers and expanded



social tools, such as a feature that allows spectating of online teambased matches.

CONTINUED ON PAGE 7



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CONTINUED FROM PAGE 1

While traditional Metal Gear games emphasize stealth movements and quiet actions to traverse through dangerous scenarios, Revengeance focuses on heavy-hitting combat, with cyborg ninja Raiden defeating scads of enemies, slicing through items and even environments with ease. Rather than the game automatically determining attack trajectories, players can manually aim their katana swings, or bring down towers and other objects In the environment in order to decimate adversaries.

E3 attendees get the first opportunity anywhere to play Metal Gear Rising: Revengeance at Konami's booth. The company has confirmed that Revengeance launches in early 2013 on PlayStation 3 and Xbox 360, with a playable demo included on the Zone of the Enders HD Collection (due out this fail).

Revengeance is not the only series entry on display at E3, however. Konami also has the Metal Gear Solid HD Collection for PlayStation Vita, which includes a pair of beloved games, Metal Gear Solid 2: Sons of Liberty and Metal Gear Solid 3: Snake Eater, that originally debuted on PlayStation 2. Both titles are remastered and now run in high-definition on the handheld. Touch controls are also available, and saved data and earned trophies can be swapped

between this Vita release and the existing Metal Gear Solid HD Collection for PS3. The Vita version launches on June 12.

Another Konami franchise that will be seen at E3 2012 is Castlevania, which celebrated its own 25th anniversary in 2011. The previous year, the publisher released Castlevania: Lords of Shadow, a well-regarded 3D entry that broke with the typical side-scrolling approach of many Castlevania games. Both of the series' new titles at E3 stem from that successful release.

Castlevania: Lords of Shadow—Mirror of Fate for Nintendo 3DS follows the events of the original Lords of Shadow. Protagonist Gabriel Belmont has now become the evil vampire Dracula, prompting other members of the Belmont clan to fight against him. Four playable characters star in the game—including fan-favorite warriors Simon and Trevor Belmont from previous Castlevania titles—with the clan battling against Dracula in separate eras to discover a collective truth.

While its predecessor offered full 3D combat, Mirror of Fate alternates between side-scrolling action and open 3D sections, including battles against massive Titan enemies. The game blends the look and feel of Lords of Shadow with a slick modern look that takes

advantage of the handheid's 3D capabilities. Castlevania: Lords of Shadow—Mirror of Fate is under development at Spanish studio MercurySteam, and hits stores this fall.

The series also continues on consoles with the announcement of MercurySteam's Castlevania: Lords of Shadow 2 for Xbox 360 and PS3. The title picks up the storyline of Gabriel Belmont. with the debut trailer showing his immense power as he easily clears a battlefield littered with thousands of foes before he encounters another member of the Belmont clan. Konami says that Lords of Shadow 2 focuses on a weakened Dracula's need to regain his powers in the face of strong opposition, and that the game ultimately concludes the Lords of Shadow saga.

The aforementioned Zone of the Enders HD Collection is also included in Konami's E3 lineup. The collection brings together a pair of PlayStation 2 action games—Zone of the Enders and Zone of the Enders: The 2nd Runner—In a remastered package for PS3 and Xbox 360. Both titles put players in control of a large, fast-moving robot. This collection features high-definition visuals with a brand-new animated introduction that ties the two games together, and will be available this fall.

Another new entry for a fanfavorite franchise is the all-new Silent Hill: Book of Memories—a new direction for the survival-horror series, and the first installment for PlayStation Vita. Developed by WayForward Technologies, the fall release focuses on cooperative multiplayer action. Up to four players can work together through several disquieting environments in the Silent Hill setting's ethereal, ever-present Otherworld.

Pro Evolution Soccer 2013, the newest entry in the popular annual sports franchise, appears at E3 in advance of its fall debut on Xbox 360, PS3, PC, Nintendo Wii, Nintendo 3DS, PSP, and PS2. For this installment, Konami and its internal PES Productions studio aim to deliver a new level of control to fans, allowing full command over dribbling and passing actions, as well as a dynamic first touch system that lets players determine their initial reaction to the ball. PES 2013 also features newly enhanced player intelligence for more realistic single-player matches, as well as a Player ID system that replicates the movements and mannerisms of many top soccer stars.

Another celebrated classic property in Konami's stable this year is New Little King's Story, a reimagined PlayStation Vita take on the original Little King's Story for Wii. Releasing as a downloadable game this summer. New Little King's Story combines elements of action, adventure, and role-playing games as players take the role of King Corobo, who must command his armies to rescue princesses and retake his fallen kingdom. This Vita sequel features a new storyline, as well as added touch controls and online cooperative play.

Rounding out Konam's Ineup is Karaoke Joysound, a brand-new experience for Wii that lets players sing along to a wide variety of songs. Rather than requiring that players purchase songs beyond those included in the game, Joysound allows players to "rent" access to a streaming library of more than 1,000 popular songs via the Nintendo Wi-Fi Connection Due out this fall, the game also lets users customize their ingame avatars, as well as pass microphones and Wii Remotes around to participate in eight-player minigames.

Konami's E3 roster is a great mix of the new and classic, with enough unexpected story twists, gameplay innovations, and amazing visuals in these beloved franchises to keep even the most loyal fans guessing.





CONTINUED FROM PAGE 1

"OnLive continues to pioneer exciting new experiences that are instantly and easily accessible for everyone," said Periman. "OnLive cloud technology is the future, and we are thrilled to continue to bring its unique capabilities to light to a broader audience."

Video game peripheral manufacturer Razer was also in attendance, with Head of Global Marketing Heath Hatcher announcing plans to expand the company's cloud-based service, Synapse 2.0. In fewer than six months, the service-which stores hardware customization settings in the cloud-has surpassed half a million user profile settings. Synapse 2.0 Is also now available for the popular DeathAdder 2.0 mouse, with several other keyboards and mice earning support by the end of 2012.

IDC game industry analyst Ward stated that "[a full] 40 percent of the worldwide gaming market is now digital, and cloud gaming is a large

portion of this emerging market." He also announced results from a recent market study on cloud gaming awareness. In a survey of more than 1,500 gaming households, 48 percent of respondents accurately understood cloud gaming. He followed up by discussing the benefits of streaming gameplay-including the potential to reach non-console. owners-and the opportunity for small developers to successfully jump into the industry. According to Ward, one of the most important benefits to the cloud is a radically reduced incidence of software piracy, since the content streams directly to the consumer.

Cloud gaming was also the topic for a separate event with market research firm DFC Intelligence, which predicts that global revenues for cloud-gaming monetization will grow to \$70 billion by 2017. The firm forecasts a much more segmented landscape, due to the increasingly rapid proliferation of smart phones.

Furthermore, the firm revealed the trends that its analysts have recently been tracking: the further splintering of the monetization marketing for game content, and the subsequent challenges and opportunities that this creates. DFC shared that PC-based game revenues are leading the industry, thanks to successful, high-profile releases like Riot Games' freemium team-based strategy title League of Legends, Activision Blizzard, Inc.'s action-role-playing game Diablo III, and Mojang's open-world sandbox game Minecraft.

The question of how to best reach new consumers still remains, however. According to DFC, PC gamers form a critical segment of the market, making them crucial to understand-which is difficult, since digital PC game sales do not have the same readily available sales data that retail console games do. Eventually, developers will be able to more effectively determine how to spend marketing dollars, and what platforms are the most

lucrative localization prospects, according to video game attorney Dave Offner.

"Cloud and cross-platform gaming serves unique needs," according to IDC's Ward. "They'll continue to impact hardware as well as software, and the business model implications for the entire global gaming industry are profound."

Both events addressed the myriad possibilities for developers to reach new segments of game players internationally, while also looking at how the market currently stands from the viewpoint of various industry leaders.

Judging from the data presented in yesterday's briefings, the one constant theme is that the impact of cloud gaming-and its adoption among consumers and publishers-will only continue to grow from here.

"Forty percent of the worldwide gaming market is now digital."

-Lewis Ward, Gaming Research Manager, IDC







WALKING DEAD: DEAD ON

TELLTALE GAMES OFFERS AUTHENTIC INTERACTIVE TAKE ON POPULAR GRAPHIC NOVEL SERIES

elltale Games is a modern master of the episodic adventure, and this summer its interactive magic surges through a new chapter from one of the year's most popular and compelling entertainment properties—Robert Kirkman's graphic novel series, The Walking Dead. The company plans to release new episodes of its game The Walking Dead roughly every two months for PlayStation 3, Xbox 360, and PC.

Graphics for *The Walking Dead* take inspiration from the work of Charlie Adiard, the artist for the graphic novels. Telltale sets its five-part series at the start of Georgia's zombie outbreak, with the novel's protagonist Sheriff Rick Grimes still in a coma. Players take on the role of Lee Everett, a one-time college professor and convicted murderer, who is on his way to prison

when the world around him goes profoundly haywire.

Going beyond the action-based approach, Telltale takes its cues from the source material and focuses gameplay on the horror and human drama as the story unfolds. While players fight for survival, they are forced to make tough, life-or-death decisionseach of which significantly effects how the remaining game plays out. Telltale's deft handling of the difficult, emotionally gripping subject matter netted the company critical acclaim in its initial episode, A New Day. The soon-to-bereleased second episode, Starved for Help, finds the survivors struggling with hunger... But in a zomble apocalypse, who knows what they may decide to eat? Gamers will find out this summer In Starved for Help.

RUBICON ORGANIZATION UNVEILS 2012 LINEUP

MINER WARS: 2081 AND NARCO TERROR DUE OUT BEFORE YEAR'S END

ubicon Organization, the California-based, based game developer well-known for its 2011 IOS turn-based strategy hit Great Little War Game, has unveiled two new titles at E3 this year, rounding out its release schedule for the rest of 2012.

First up is the futuristic space action sim Miner Wars: 2081, slated for a November release. This iPhone/iPad, Android, and PC/Mac game is set in a dark, dystopian future where humanity fell into decline, and it is up to the player to salvage the past, harness hidden alien technology, and bring humanity back from the brink of extinction. Gamers take command of a spaceship as it careens through the solar system, drilling for valuable alien artifacts while fending off errant asteroids and terrifying enemies. The single-player title will also feature a built-in editor that enables the

player to create unique worlds, as well as edit those provided in-game.

Rubicon is also set to launch Narco Terror, which releases this fall on the PC and via digital download on soon to-be-announced console platforms. Narco Terror is a twin-stick shooter for up to two players, and according to officials at Rubicon, the game "combines the magnetism and atmosphere of '80s movies and games with high-definition visuals." Co-op play occurs in drop-in/drop-out fashion, and both players are in a quest to take down a drug lord, whose army dared to kidnap the protagonist's daughter.

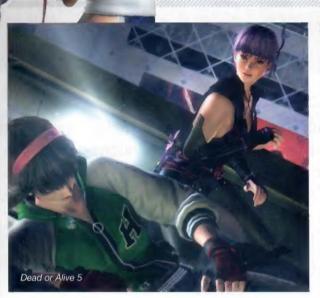
With two hot new properties due out in this fall, Rubicon Organization demonstrates its skill in harnessing the latest technology to develop bold new properties for 2012 and beyond.





TECMO KOEI AMERICA ANNOUNCES DEAD OR ALIVE 5

POPULAR FIGHTING SERIES GETS NEW FEATURES



ecmo Koei America Corporation's Dead or Alive (DOA), a classic fighting game series, will get a new installment for the Xbox 360 and PlayStation 3 this September. Dead or Alive 5 extends the series' emphasis on fast-paced 3D fighting, offering intense new interactive environments for its trademark battles. In this version of the game, players can also use certain power blows to trigger a stage's "Danger Zone," causing cars to crash, glaciers to collapse, and even oil rigs to explode.

The DOA series is well known for its eclectic cast of characters, and the most famous of these return in this installment, including Ryu Hayabusa, Hitomi, and Kasumi, among others. Another exciting new feature of DOA5 is the level of detail portrayed in the characters—such

as the ability to sweat from physical exertion, for example, causing hair and skin to become wet and clothing to cling—affecting the characters' ability to fight.

Players will have the series' large suite of fighting moves at their fingertips, with each character bringing unique skill sets to the table. Using these moves in single-player mode against the computer is its own challenge, but DOA5 will also allow players to challenge human opponents online. Online play is accessible to gamers of all levels, and will feature a wide variety of combat arenas and game modes. By including new features such as the Danger Zone, true-to-life characterization and online play. Temco Koei's Dead of Alive 5 offers players its most hard-hitting bouts yet with the game's fabled cast of bruisers.

MAD CATZ GOES SKY HIGH

FLY THE UNFRIENDLY SKIES WITH DAMAGE INC.

ong respected as a manufacturer of video game peripherals, Mad Catz is now involved in game development—with impressive results. The company's first title, *Damage Inc. Pacific Squadron WWII*, is an air combat action title set in World War II's Pacific Theatre. The game puts players in the cockpit of historically accurate aircraft, fighting through a wide range of campaign missions.

Damage Inc. includes both airto-ground and air-to-ship combat, which take place from the vantage point of 32 planes that come in 68 upgradeable variations. The game is playable in both arcade and simulation modes. Missions range from Pearl Harbor to Iwo Jima, and include stealth, reconnaissance, ground attack, escort, dogfighting, and ground defense, as well as carrier takeoffs and landings.

In addition, Mad Catz is creating extensive multiplayer game modes, including Dogfight, Team Dogfight, Survivor, and Team Survivor modes. Damage Inc. is due to release in August 2012 for Xbox 360 and PlayStation 3. A planned collector's edition includes the game and unique downloadable content, as well as Mad Catz' own AV8R Arcade Flight Stick-a themed arcade-style controller, the design of which is based on historically accurate aircraft. With its proven strength in peripherals combining with new and inventive game development, Mad Catz is sure to offer E3 attendees a taste of skyhigh thrills for 2012 and beyond.







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EPIC GAMES DEMONSTRATES UNREAL ENGINE 4

NEW DEV KIT PROMISES EASIER AND MORE POWERFUL GAME CREATION

t E3 this year, Epic Games-developer of the seminal Unreal series of first-person shooters and the wildly successful Gears of War franchise-announced the release of its latest and most advanced game-development tool. Successor to the engines that created Unreal, Gears of War, and many other high-profile games. the Unreal Engine 4 (UE4) will combine a slew of powerful new development tools with an easyto-use implementation system called Kismet. Kismet promises to allow artists and designers to insert their vision into games without the need for technical assistance from programmers.

UE4 also includes some great tools for programmers. Several new features—including "hot" reloading and instant game previews—exist to help them in the development process. Both of these new tools allow developers to see changes to their programming code materialize in the game in real-time, as they work. These tools, and others we them in UE4, eliminate summersome shuffling between the game and the development and account of the comment, greatly reducing the

time and effort needed to complete the game.

In addition to programming features, UE4 also offers powerful aesthetic upgrades to developers who use it as their design engine. The new engine features a revolutionary lighting system called Dynamic Global Lighting that allows for both direct and indirect lighting of a game screen. Light positioned from multiple angles and indirect sources means more photorealistic, natural-looking graphics-and removes the need for pre-rendered, "baked" lighting schemes. Other improved visual effects aim to create a more filmlike effect. For instance, lens flare in UE4 looks substantially similar to what a film carnera would produce: and the translucency of clouds and mist is considerably more realistic than in previous Unreal engines.

A major new visual innovation for developers using UE4 is the ability to create real-time reflections on surfaces of any shape, anywhere in a game. This is a completely new feature that has never been possible in video game design, and it means that UE4 will allow reflective objects to realistically "ernanate" nearby



colors and shapes, just as they would in real life.

To complement the aesthetic features, UE4 has greatly enhanced physics capabilities: for example, it can create huge numbers of particles and objects that all behave and interact realistically with each other. Crucially, even when dealing with millions of particles in real-time, the power drain on a given system is minimal with UE4. This means particle-heavy special effects, like water spray or smoke wisps, both look and behave just like one would expect them to in the real world, without slowing down a game's performance.

Although UE4 Itself is a licensed solution, as with its predecessor Unreal Engine 3, Epic Games plans to release a free Unreal Development Kit based on UE4, so that independent developers can leverage its power as well. The current Unreal Development Kit has more than 1.4 million users worldwide. While UE4 will πot be on display to general attendees at E3, selected media and others will get the chance to see it in action via Epic Games' Elemental tech demo. The demo will make its public premiere on the June 7 episode of SpikeTV's GTTV; select developers are already evaluating UE4, and Epic will announce its first licensee this summer.



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CHASING ALIENS, TRANSFORMING VEHICLES

SEGA SCORES WITH SURVIVAL AND SONIC RACING TITLES

ot on the heels of Prometheus, the latest entry in the film series Alien, comes Sega of America's new game Aliens: Colonial Marines, the first-person shooter set in the same universe. Developed by Gearbox Software, players get boots on the ground as marines, toting pulse rifles, motion trackers, and flamethrowers as they fend off xenomorphs—the ultimate alien killing-machines.

The game is set in claustrophobic, tight corners aboard the seemingly abandoned U.S.S. Sulaco, and offers versus and cooperative multiplayer modes. Players can assume the roles of xenomorphs or marines, then take advantage of the characters' formidable agility and devastating arsenals, respectively. Role-playing game elements also come into play, as players can upgrade loadouts and skills with vanous perks, depending on how they perform in battle.

"Aliens: Colonial Marines is most definitely a passion project for Gearbox Software," said Gearbox Software CEO Randy Pitchford. "That we can also deliver on a single or cooperative

expenence and the addition of a wildly engaging and tension-filled asymmetrical competitive game... is incredibly gratifying to us as creators and as gamers."

Aliens: Colonial Marines is slated for release on the PC, PlayStation 3, Xbox 360, and Nintendo Wii U at a date still to be announced. "As enormous fans of the film series, it's both humbling and exciting to be able to partner with publisher Sega to create a 20th Century Foxsanctioned official narrative sequel to Aliens in the form of interactive entertainment," Pitchford added.

Also on Sega's roster for 2012 is Sonic & All-Stars Racing Transformed, the sequel to 2010's multiplatform hit Sonic & Sega All-Stars Racing. The new game's title refers to the racing vehicles, which can transform into cars, planes, and boats as the tracks go across land, air, and water. Sonic & All-Stars Racing Transformed will be released on PC, Xbox 360, PlayStation Vita, and Nintendo 3DS in late 2012.

"Given the fantastic feedback we received from critics and consumers alike for the first



game, we really wanted to push the boundaries on our follow-up game," said David Corless, brand director for Global Sonic. "The transforming vehicles allow us to do this—as well as drifting your car around the corners of a track, you get to fly your plane and pilot your boat against others all within one race."

Adding more variety to the game are drivers like Gillus Thunderhead from Golden Axe and Vyse from Skies of Arcadia, who are joined by regulars like Dr. Egghead and, of course, Sonic the Hedgehog himself. The game's new weapon system

allows for blocking and evading, once the ability to do so has been unlocked—something borrowed from the fighting game genre, and not often seen in competitive racing games.

With Sonic and Aliens headlining its E3 slate this year, Sega is once again demonstrating why it has long been known for delivering top-quality, high-powered entertainment for gamers of all types. One thing is certain: this unique combination of mechanics is sure to result in fast-driving, high-flying, pulse-pumping fun for fans of Sega's signature game franchises.

THE WALKING DEAD

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The New Hork Times

"...moments have more sadness and subtlety in them than other games muster in 40 hours"







"...pure presentation and breathless drama..." 90/100





"...slam-bang entertainment..." 9/10





"...has just about everything fans could want"

8.5/10



"...absolutely harrowing ...emotionally jarring"



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FROGSTER LAUNCHES **NEW CHAPTER IN** RUNES OF MAGIC

NEW CHARACTER CLASSES. SKILLS RAMP UP THE ACTION



he massively multiplayer online role-playing game Runes of Magic, published by Frogster Interactive Pictures AG, is getting both a new chapter and a new character class in Chapter V: Fires of Shadowforge. This latest expansion pack brings new zones complete with dungeons and two original arcane classes - sorcerer and champion. Chapter V: Fires of Shadowforge also introduces a new character class into the highly successful Runes free-toplay franchise: the dwarves.

After their long exile deep beneath the ground of Taborea, the dwarves have had enough. They emerge from the depths marked with unusual tattoos

and the ability to manipulate dark elements-in addition to their mastery of blacksmithing. For players who want to extract the most from their weapons, armor, and shields, these devilish dwarves may be exactly the character class they have been looking for.

Chapter V: Fires of Shadowforge is the follow-up expansion to 2011's Chapter IV: The Lands of Despair. which added new monsters, dungeons, more than 300 quests, a higher level cap, and a new evil villain-Demon Sismon. Set to be released later this month, the new content in Fires of Shadowforge will add even more story depth to this long-running fan favorite.

HIGH SEAS, HIGH STAKES





alypso Media may be young is a contentious place, with nations when compared to other game companies (founded in 2006), but it has already made a mark on the industry with its unique library of highly playable games. E3 2012 sees several new offenings from the German-based game publisher. Port Royale 3 is the latest in the

company's historical simulation series, coming to PC, PlayStation 3, and Xbox 360 in September 2012. The 17th-century Caribbean fighting over territory and resources. Players become either an Adventurer or a Trader in the game's campaign mode. Adventurers claim and defend territory against enemy navies, while Traders assume power by controlling economic forces. Port Royale 3 also offers a free-play feature with a mix of both play styles, as well as a four-player competitive multiplayer mode.

More history comes alive later this year with Omerta: City



of Gangsters. As a new immigrant to1920s Atlantic City, gamers have plenty to prove in the city's highly competitive organized crime scene. The player's goal is to take his or her gang higher up the criminal ladder, and eventually become king (or queen) of the city. Turnbased battles emphasize strategy, and cooperative and competitive multiplayer modes let players chum with-or cap off-their buddies.

In Alien Spidy the scene is a stylish near-future, where Spidy has crash-landed on Earth and his ship is in shambles. He must venture through unfamiliar locales in a mix of 2D and 3D platform action to rebuild his ship and return home. A downloadable title for PC, PlayStation Network, and Xbox Live Arcade, Alien Spidy is due in

From high-powered historical adventures to alien superhero futuristic fantasies, Kalvoso Media brings to old and new worlds to life at this year's E3.

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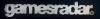
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EDGE now fully interactive on the iPad

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ndex Digital Media, Inc.—well known for its Atlus publishing arm—has a trio of distinctive titles being shown at E3 2012, including a whole new take on the company's popular role-playing franchise *Persona*.

The Persona franchise has proven to be one of Atlus' top sellers for many years. In the upcoming Persona 4 Arena, however, the customary role-playing approach gives way to something very different. Designed to extend the earlier Shin Megami Tensei: Persona 4, the company's new game is a head-to-head fighting game that utilizes many fantastical characters from the original adventure, as well as from Shin Megami Tensei: Persona 3.

"The Persona 4 fighter allows us to showcase the flash and frenetic style of combat using the powers of the characters," explains senior project manager Yu Namba. "Persona 4 Arena really brings home what it's like to fight in real-time using the mystical skills and brutal attacks that can only come from the Personas. It's more than a spinoff; it's a full sequel that carries

on the story of these fan-favorite characters by taking them in a new direction."

Designed by Arc System Works—the respected developer behind the BlazBlue and Guilty Gear fighting series—the game features vividly animated handdrawn graphics and additional content not found in the original arcade release, such as online multiplayer combat. Persona 4 Arena is due out this summer for Xbox 360 and PlayStation 3.

Atlus also aims to expand this role-playing franchise to a wider audience via the fall release of Persona 4 Golden for PlayStation Vita. Remastered visuals, new anime cinematics, and added spoken dialogue take advantage of the Vita hardware. In addition, the game adds other fresh features, including bonus Personas to collect for use in battle, and a rescue system that lets players call in online allies to help in dungeons.

"We're extremely happy to respond to overwhelming fan demand by bringing one of our most-loved works to [Sony's] amazing next-gen handheld," notes James Kuroki from the game's localization team. "New consoles like the Vita are always exciting because of their new capabilities, which in this case means that *Persona 4 Golden* will sound, look, and play better than ever before."

Something very different rounds out the Atlus lineup at E3: an action game for Nintendo 3DS called Code of Princess. Considered a spiritual successor to the classic Sega Saturn Guardian Heroes, Atlus' Code of Princess offers a combat system that reflects the original game. This title lets up to four players join forces to fight enemies in a side-scrolling battle, with role-playing elements

included to add depth to the experience. Code of Princess also features artwork from longtime Street Fighter character designer Kinu Nishimura. The Agatsuma Entertainment developed game launches in fall 2012.

Index Digital Media, Inc. Is sure to please both long-time fans and players new to the franchise, with *Persona 4 Arena*'s unique combination of role-playing with head-to-head fighting capabilities. Added together with exciting new properties on the PlayStation VIta and Nintendo 3DS, the company is poised to extend the classic RPG genre to whole new audiences of gamers.



E3 MOBILE APPLICATION

Download the official E3 2012 app today.



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Or scan this:









ATM / Cash Machines

- · South Hall Lobby.
- Concourse Walkway, Level 1 (between South and West Halls).
- West Hall Lobby, across from the Galaxy Café.

Baggage & Coat Check

- South Hall Lobby.
- West Hall Lobby.

Business Center

- Operated by the Los Angeles Convention Center (LACC).
- Concourse Walkway, Level 1 (between South and West Halls).

E3 Information Counters

- South Hall Lobby.
- •West Hall Entrance.
- Please stop by our Information Counters if you have questions, or need assistance.

E3 Show Management Office

West Hall, Level 2, Room 509.

Exhibitor List and Profiles

 Please refer to pages 34-54 of this publication, or refer to www.E3Expo.com.

Exhibit Hall Maps

 Please refer to pages 24-31 of this publication.

First Aid

- South Hall Lobby.
- · West Hall Lobby.
- In case of emergency, dial 3000 on any LACC house telephone,

Food Services

- Galaxy Court—Level 1, West Hall Lobby.
- Compass Café Overlooking South Hall Lobby.
- Concession stands are available in South and West Halls.
- A variety of food carts are available along the outdoor Concourse Walkway (outside Galaxy Court).
- Starbucks Coffee South Adjoining Compass Café seating area.
- Starbucks Coffee West— Level 1, behind Galaxy Court.
- Big Daddy's BBQ food cart— Petree Plaza.

Hotel Information Counter

 South Hall Lobby (adjacent to registration).

Hotel Shuttle Buses

 For a complete list of shuttle routes and hotels, please refer to page 22.

Into the Pixel 2012

- Concourse Foyer.
- Juried art exhibition showcases the art and artists behind the games.

International Lounge

 South Hall, Level 2 between 300 and 400 Meeting Rooms.

International Registration (for all non-U.S. residents)

South Hall Lobby.
 (Interpreter Services available.)

Internet Access

- Wireless hotspots are available in the West Lobby (Galaxy Cafe area) and South Lobby (Compass Cafe area).
 The cost is \$19.95 per day.
 Please look for the wireless network "E3 2012".
- Computers with Internet are available at the LACC Business Center.

Interpreters

 Foreign-language interpreters are available at International Registration, located in the South Hall lobby.

Lost & Found

 E3 Show Management Office (West Hall, Level 2, Room 509).

Media Center

- Petree Hall (Level 1, adjacent to West Hall Lobby).
- Media Registration, Working News Room and Media
 Hospitality Lounge.

- Open to qualified registered media only.
- Also available: VPO / PR Newswire.

Official E3 Merchandise Store

- South Hall Lobby.
- From T-shirts, hats and bags, to kids' wear, outerwear, travel mugs (and much more). Get your E3 gear at the official E3 Merchandise Store.

Publication Distribution Center

 In addition to the many exhibitors distributing publications from their booths, the following industry-related publications are available in South and West Hall Lobbies:

Dealerscope

Edge
Electronic Gaming Monthly
Game Career Guide
Game Developer Magazine
Game Informer Guide
Key Players
KidScreen Magazine
Macworld
MCV

Nintendo Power Official XBOX Magazine PC Gamer PCWorld

PlayStation: The Official Magazine



Registration: Attendees

South Hall Lobby.

Registration: Exhibitors

 Kentia Hall Foyer (take essa ators down from South —all Lobby).

Registration: Media

• Parree Hall (in Media Center).

Security Offices

- th Hall—Adjacent to exhibit floor entrance.
- West Hall—Level 1, next to elevators.

Show Management Office

West Hall, Level 2, Room 509.

Shuttle Buses

- E3 attendees who have booked in the official E3 Hotel block receive a complimentary shuttle bus wristband for transport to and from the show.
- Shuttle bus wristbands are available for \$75 in the Show Office (West Hall, Level 2, Room 509). For a complete list of shuttle routes and hotels, please refer to page 23.

Smoking

 Smoking is not permitted at the Los Angeles Convention Center during E3.
 Thank you for your cooperation.

Taxis

- West Hall (exit Main Entrance).
- South Hall (exit from Lobby, past First Aid, and onto Pico Drive).

Video Games Live

- · Wednesday, June 6, 8:00 p.m.
- Nokia Theatre at L.A. LIVE.
- Tickets available in South Hall Lobby.

Wheelchairs

 To obtain a wheelchair, please go to a First Aid Station (located in South and West Lobbies). Note: motorized wheelchairs must be ordered in advance for a fee.



HERE'S AN APP FOR THAT

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SHOW SCHEDULE

	TUESDAY,	WEDNESDAY	1
EXHIBIT FLOOR:	12:00 p.m 6:00 p.m.	10:00 a.m 6:00 p.m.	10:00 a.m 5:00 p.m.
REGISTRATION:	8:00 a.m 6:00 p.m.	8:00 a.m 6:00 p.m.	8:00 a.m 5:00 p.m.
MEETING ROOMS:	12:00 p.m 6:00 p.m.	9:00 a.m 6:00 p.m.	9:00 a.m 5:00 p.m.

LOS ANGELES HOTEL INFORMATION

HOTEL NAME	ADDRESS	DISTANCE FROM LACC MILES / KILOMETERS	SHUTTLE
BEVERLY HILLS			
Beverly Hilton	9876 Witshire Boulevard, Beverly Hills, CA 90210	10.9 / 17.5	9
Beverly Wilshire, A Four Seasons Hotel	9500 Wilshire Boulevard, Beverly Hills, CA 90212	10.3 / 16.6	9
Montage Beverly Hills	225 North Canon Drive, Beverly Hills, CA 90212	10.5 / 16.9	9
DOWNTOWN			
Hilton Checkers Hotel	535 South Grand Avenue, Los Angeles, CA 90071	1,2/1,9	3
The Historic Mayfair	1256 West 7th Street, Los Angeles, CA 90017	1.2/1.9	4
JW Marriott at L.A. Live	900 West Olympic Boulevard, Los Angeles, CA 90015	Adjacent	Walking Distance
Kawada Hotel	200 South Hill Street, Los Angeles, CA 90012	1.67 / 2.69	2
Kyoto Grand Hotel & Gardens	120 South Los Angeles Street, Los Angeles, CA 90012	2.9 / 4.67	2
Los Angeles Athletic Club	431 West Seventh Street, Los Angeles, CA 90014	1.1/1.8	3
Los Angeles Marriott Downtown	333 South Figueroa Street, Los Angeles, CA 90071	1.13/1.82	1
Luxe City Center Hotel	1020 South Figueroa Street, Los Angeles, CA 90015	1 block	Walking Distance
Millennium Biltmore Hotel	506 South Grand Avenue, Los Angeles, CA 90071	1.2/1.9	3
Miyako Hotel Los Angeles	328 East 1st Street, Los Angeles, CA 90012	3.03 / 4.88	2
The O Hotel	819 South Flower Street, Los Angeles, CA 90017	3 blocks	4
Radisson Hotel Los Angeles at USC	3450 South Figueroa Street, Los Angeles, CA 90007	1.8/2.9	5
Ritz Milner	813 South Flower Street, Los Angeles, CA 90017	3 blocks	4
Ritz-Cariton Los Angeles	900 West Olympic Boulevard, Los Angeles, CA 90015	Adjacent	Walking Distance
Sheraton Los Angeles Downtown Hotel	711 South Hope Street, Los Angeles, CA 90017	5 blocks	3
The Standard Downtown Los Angeles	550 South Flower Street, Los Angeles, CA 90071	5 blocks	1
Westin Bonaventure Hotel & Suites	404 South Figueroa Street, Los Angeles, CA 90071	1.1 / 1.77	1
HOLLYWOOD			
Hollywood Roosevelt Hotel	7000 Hollywood Boulevard, Hollywood, CA 90028	9.13 / 14.69	6
Renaissance Hollywood Hotel	1755 North Highland Avenue, Hollywood, CA 90028	8.89 / 14.31	6
The W Hotel Hollywood	6250 Hollywood Boulevard, Hollywood, CA 90028	7.5 / 12.07	6
SAHTA MONECA			
Le Merigot JW Marriott Beach Hotel	1740 Ocean Avenue, Santa Monica, CA 90401	14.5 / 23.3	10
Loews Santa Monica Beach Hotel	1700 Ocean Avenue, Santa Monica, CA 90401	14.5 / 23.3	10
ONEYERNALITY			
Beverly Garland's Holiday Inn	4222 North Vineyard Avenue, Universal City, CA 91602	11.7 / 18.9	8
Hilton Universal City	555 Universal Hollywood Drive, Universal City CA 91608	11/17.70	8
Sheraton Universal	333 Universal Hollywood Drive, Universal City CA 91608	11.5/18.51	8
WENTIDE			
Hyatt Regency Century Plaza	2025 Avenue of the Stars, Universal City, CA 90067	10.5 / 16.9	7
InterContinental Century City	2151 Avenue of the Stars, Los Angeles, CA 90067	10.2/16.4	7



June 5 –7, 2012

Shuttle Information

Complimentary shuttle service is provided between the Los Angeles Convention Center (LACC) and the following hotels:

Hotel	Route	Shuttle Boarding Location at Hotel
Beverly Garland's Holiday Inn	8	Curbside in Front of Hotel
Beverly Hilton	9	Bus Cutout on Wilshire Blvd.
Beverly Wilshire, A Four Seasons Hotel	9	Curbside on El Camino
Hilton Checkers Hotel	3	Walk to Millennium Biltmore - Grand Ave. Entrance
Hilton Universal City	8	Front Entrance - Circle Drive
Hollywood Roosevelt Hotel	6	Curbside on Hollywood Blvd.
Hyatt Regency Century Plaza	7	Curbside on Avenue of the Stars
Intercontinental Los Angeles	7	Curbside on Avenue of the Stars
Kawada Hotel	2	On 2nd Street - Corner of Hill
Kyoto Grand Hotel & Gardens	2	Curbside on Los Angeles Street
Le Merigot JW Marriott Beach Hotel	10	Curbside in Front of Hotel
Loews Santa Monica Beach Hotel	10	Curbside in Front of Hotel
Los Angeles Athletic Club	3	Curbside on Olive
Los Angeles Marriott Downtown	1	Walk to Westin Bonaventure –Curbside on Figueroa St
Historic Mayfair Hotel	4	Curbside on 7 th Street
Millenium Biltmore Hotel	3	Curbside on Grand Ave. – End of Driveway
Miyako Hotel Los Angeles	2	Curbside in Front of Hotel
Montage	9	Walk to Beverly Wilshire – Curbside on El Camino
Radisson Hotel Los Angeles at USC	5	Front Entrance
Renaissance Hollywood Hotel & Spa	6	Johnny Grant Way (Side Doors)
Ritz Milner	4	Curbside in Front of Hotel
Sheraton Los Angeles Downtown Hotel	3	Curbside on Hope
Sheraton Universal	8	Main Entrance – Outer Circle
The O Hotel	4	Curbside in Front of Hotel
The Standard Downtown Los Angeles	1	Across Street on Flower, NW Corner of 6 th & Flower
The W Hotel Hollywood	6	Curbside in Front on Argyle
Westin Bonaventure Hotel & Suites	1	Figueroa Street Entrance

Hours of Service

Routes 1-5: Tuesday, June 5 10:00 am - 2:00 pm Every 10-15 minutes 2:00 pm - 4:00 pm Every 30 minutes * 4 00 pm - 7:00 pm Every 10-15 minutes mednesday, June 6 ₹ 00 am - 11:00 am Every 10-15 minutes 11 00 am - 4:00 pm Every 30 minutes * 4:00 pm - 7:00 pm Every 10-15 minutes Thursday, June 7 5 00 am - 11:00 am Every 10-15 minutes 21 00 am - 3:00 pm Every 30 minutes * 3:00 pm - 6:00 pm Every 10-15 minutes Deports convention center on the hour and half-hour

Routes 6-10: Hollywood / Century City / Universal / Beverly Hills / Santa Monica Tuesday, June 5 10:00 am - 2:00 pm Every 10-15 minutes 2:00 pm - 4:00 pm Every 30 minutes * 4:00 pm - 7:00 pm Every 10-15 minutes Wednesday, June 6 8:00 am - 11:00 am Every 10-15 minutes 11:00 am - 4:00 pm Every 30 minutes * 4:00 pm - 7:00 pm Every 10-15 minutes Thursday, June 7 8:00 am - 11:00 am Every 10-15 minutes 11:00 am - 3:00 pm Every 30 minutes * 3:00 pm - 6:00 pm Every 10-15 minutes * Departs convention center on the hour and half-hour

Schedule may vary due to traffic and weather conditions

Last bus leaves from hotels 60 minutes prior to end time with no return service.



For Shuttle Information and Special Assistance: (310) 466-4699 Please call at least 60 minutes prior to desired pick-up time.



Airport Shuttle

Express Service to LAX from LACC West Hall Purchase tickets at the West Hall Shuttle Information Desk,

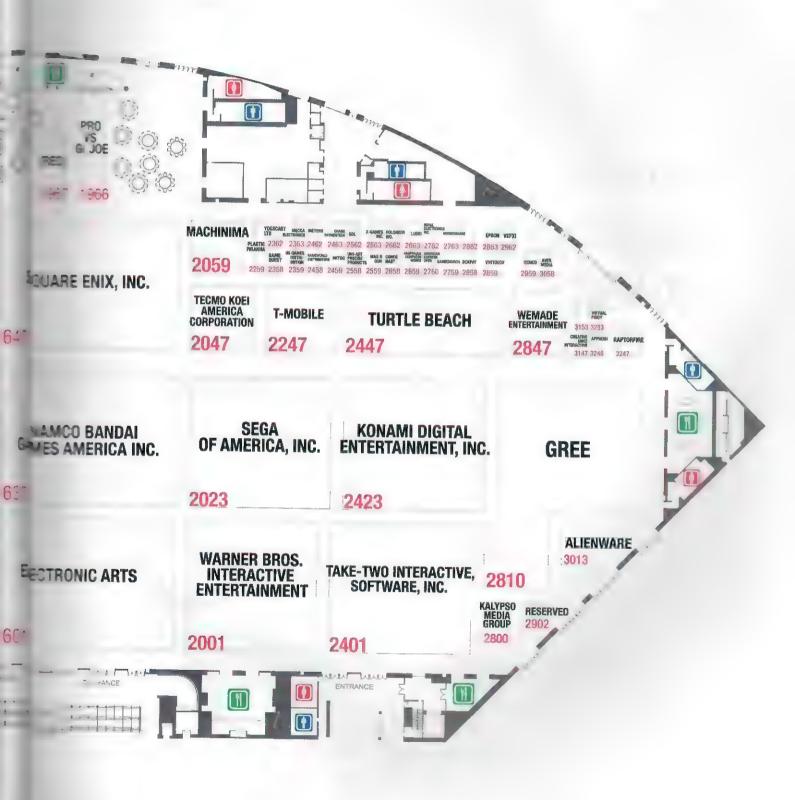
Thursday, June 7

Departures at:

1:00 pm, 3:00 pm, 5:00 pm & 7:00 pm

TICKETS: \$10.00 per person







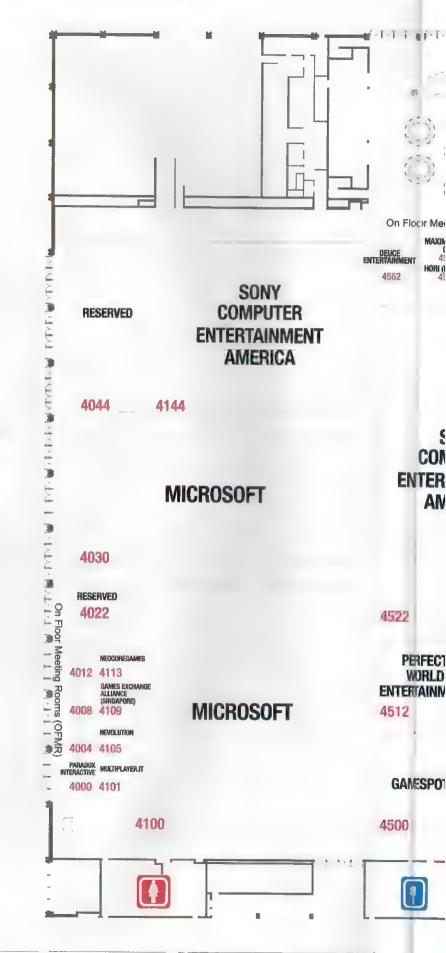
2012

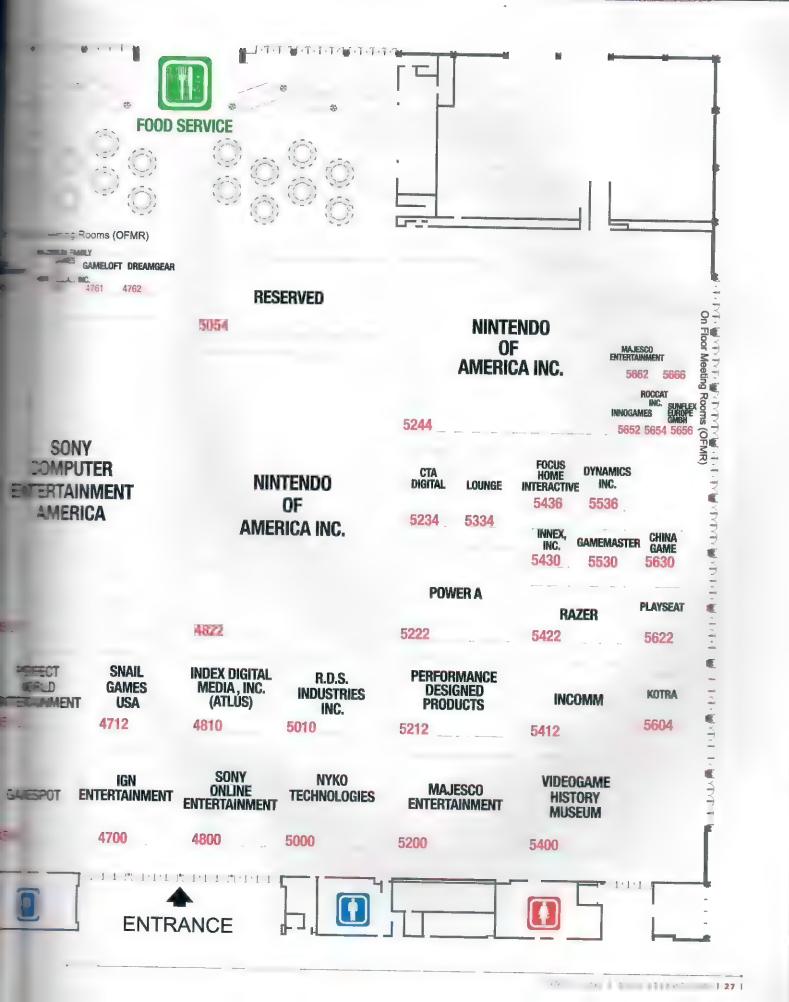
WEST HALL EXHIBITS

ALL PLANS CURRENT AS OF MAY 9, 2012

Los Angeles Convention Center June 5-7, 2012

BOOTHS 4000-5666





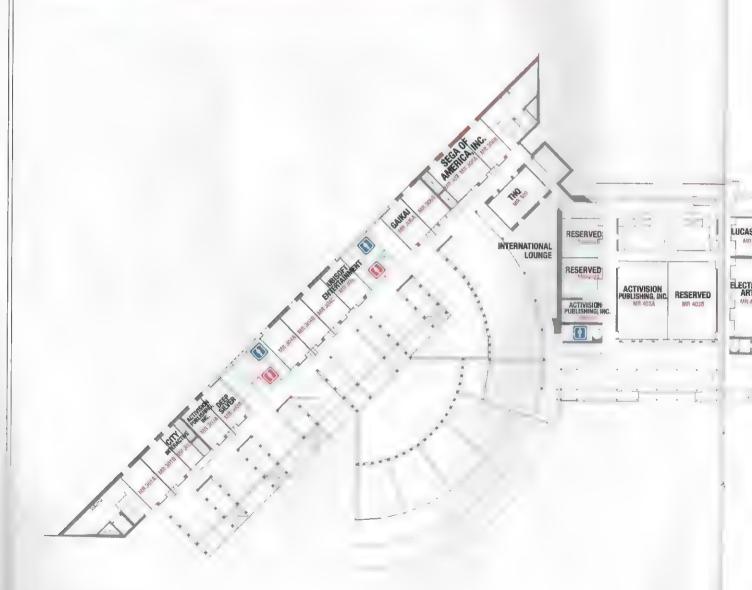


SECOND LEVEL PERMANENT MEETING ROOMS

ALL PLANS CURRENT AS OF MAY 9, 2012

Los Angeles Convention Center June 5-7, 2012

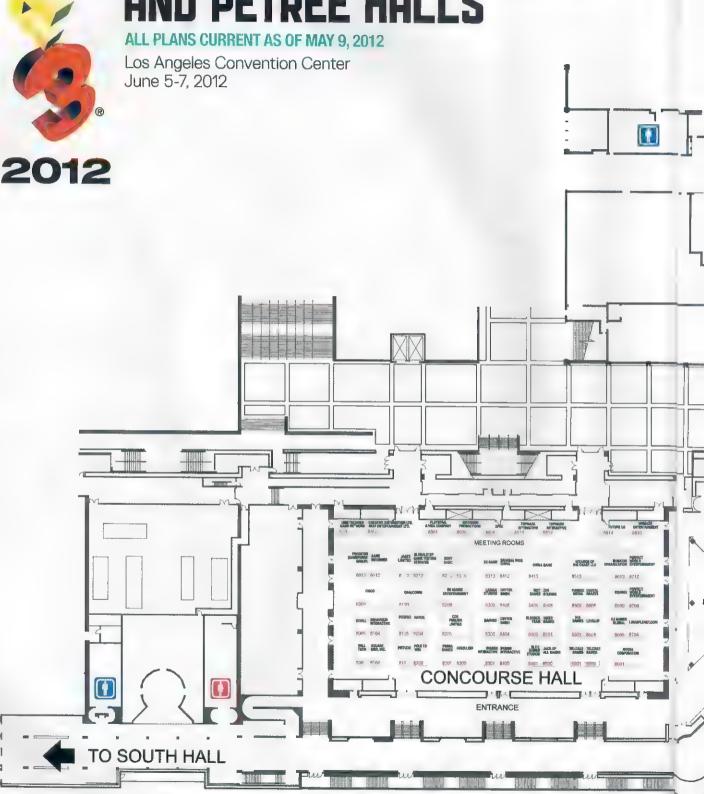
PERMANENT MEETING ROOMS 301-519







FIRST LEVEL: CONCOURSE AND PETREE HALLS



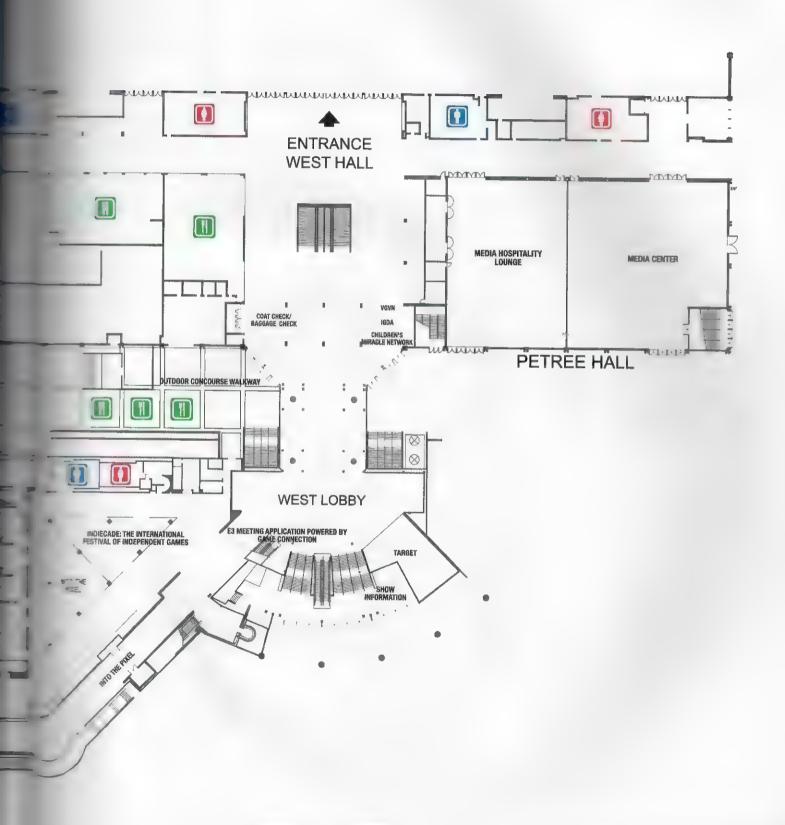




EXHIBIT SPACE

*	(RED)	
	345 Games	OFMR 8505 CONCOURSE
	505 Games	PMR 505
	Academy of Interactive Arts and Sciences	CONCOURSE FOYER
	Activision Publishing, Inc.	647 SOUTH
		PMR 303A
		PMR 401
		PMR 403A
	Alienware	3013 SOUTH
	American Express Open	2760 SOUTH
	appMobi	3246 SOUTH
*	AVerMedia.	3058 SOUTH
	Awabot	447 SOUTH
	Behaviour Interactive	OFMR 8104 CONCOURSE
	Bethesda .	
	Bigben Interactive	OFMR 8301 CONCOURSE

	Blitz Games Studios	OFMR 8401 CONCOURSE
	Bloober Team SA	OFMR 8405 CONCOURSE
	Bohemia Interactive A.S.	457 SOUTH
٠	boxPAY	2858 SOUTH
	BradyGames	413 SOUTH
	Brahma Wuxi China	OFMR 8412 CONCOURSE
	Capcom	1047 SOUTH
•	CCP Games	PMR 514
		2463 SOUTH
	Children's Miracle Network	WEST LOBBY
•	China Game	. 5630 WEST
		OFMR 8413 CONCOURSE
	Cisco	OFMR 8009 CONCOURSE
•	City Interactive	PMR 302
•	COG Publish Limited	OFMR 8205 CONCOURSE
	Condé Nast	2858 EOUTH
	Creative Mind Interactive, Inc.	3147 SOUTH
	Crytek GmbH	OFMR 8404 CONCOURSE
		OFMR 8408 CONCOURSE
	CTA Digital	5234 WEST
	D3Publisher of America, Inc.	501 SOUTH
	D-Block Entertainment Inc.	5604 WEST
	DEC Korea	5604 WEST



EXHIBIT SPACE

	Deep Silver Inc.	PMR 303B
	Deuce Entertainment, LLC.	OFMR 4562 WEST
•	DICEPLUS	
	DIGITAL Hearts USA Inc.	OFMR 8608 CONCOURSE
	Disney Interactive Media Group	1001 SOUTH
	DreamGEAR	OFMR 4762 WEST
•	Dynamics Inc.	5536 WEST
	E3 Meeting Application Powered by Ga	me Connection
		WEST LOBBY
	Electronic Arts	1601 SOUTH
		PMR 404AB
	En Masse Entertainment	OFMR 8209 CONCOURSE
	Epic Games, Inc.	PMR 501A
	Equinix	OFMR 8609 CONCOURSE
	ESTsoft Corp.	5604 WEST
٠	Focus Home Interactive	5436 WEST
	France @ E3	
	Frogster (Gameforge Group)	OFMR 8013 CONCOURSE
	Funbox Media Ltd (UK)	OFMR 8509 CONCOURSE
	Future US	OFMR 8814 CONCOURSE
	G4 Media, Inc.	223 SOUTH
		239 SOUTH
•	GAEMS, Inc.	247 SOUTH
	Gaikal	PMR 306A
	Game Channel (SITV)	5630 WEST
	Game Informer	OFMR 8112 CONCOURSE
	Game Source, Inc.	OFMR 4562 WEST
	GameChurch.com	2759 SOUTH
	Gameloft	OFMR 4761 WEST
0	GameMaster	5530 WEST
	Games Exchange Alliance (Singapore)	OFMR 4109 WEST
	GameSpot	4500 WEST
	GameUS Inc	5604 WEST
	Gamewave	5630 WEST
	Gameworld Distributors	2458 SOUTH
	Gamigo	OFMR 8305 CONCOURSE
	GlobalStep Game Testing Services	OFMR 8212 CONCOURSE
	GREE	2810 SOUTH
٠	Hauppauge Computer Works	2659 SOUTH
	Havok	OFMR 8204 CONCOURSE

BOOTH #4512 WEST HALL

FROM ASHES TO GLORY



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	Holonger Inc	acca court
	Holoneer Inc. Hong Kong Trade Development County	
	Hari (B.C.A.) Inc.	
	Hori (U.S.A.), Inc.	
	Hyperkin, Inc.	
	IGDA	
	IGN Entertainment	
	InComm	
	Index Digital Media, Inc. (ATLUS)	
	IndieCade: The International Festival o	
		CONCOURSE FOYER
	Infernum Productions	
•	Innex, Inc.	
	InnoGames	
	Into the Pixel	CONCOURSE FOYER
	Jack of All Games	OFMR 8500 CONCOURSE
	Jagex Limited	OFMR 8113 CONCOURSE
•	Kalypso Media Group	2800 SOUTH
	KEMCO	2959 SOUTH
	Konami Digital Entertainment, Inc.	2423 SOUTH
	KOTRA	5604 WEST
	Kuno Interactive	5604 WEST
	Larian Studios	OFMR 8309 CONCOURSE
	LevelUp	OFMR 8604 CONCOURSE
•	Little Orbit	547 SOUTH
	LoadComplete	5604 WEST
	LucasArts, a division of Lucasfilm Enter	tainment Company Ltd
	14001400004440-227000000170406278000043474474	PMR 405
	Ludel ,	2663 SOUTH
	Machinima	2059 SOUTH
	Mad Catz	PMR 506
•	MAG II Gun	
	Majesco Entertainment	
	\$007x104104120121647(5x29)21046+6749524442410411611041161041169/1411160	
•	Maximum Family Games, LLC	
	Mecca Electronic Ind. Inc.	
	Meyers	
	Microsoft	

	MOLI Group	



EXHIBIT SPACE

	Multiplayer.it	OFMR 4101 WEST
	NAMCO BANDAI Games America Inc.	
	Natsume, Inc.	
	44.5	
•	NeocoreGames	OFMR 4113 WEST
	Nintendo of America Inc.	4822 WEST
		OFMR 5244 WEST
	NVIDIA Corporation	
	Nyko Technologies	
		535 SOUTH
	OnLive	OFMR 8005 CONCOURSE
	Paradox Interactive	
		5630 WEST
	Perfect World Entertainment	4512 WEST
	Performance Designed Products	
	PIXWOO .	OFMR 8105 CONCOURSE
	Plastic Piranha	2259 SOUTH
٠	Playseat	
	PlaySpan, a Visa Company	OFMR 8804 CONCOURSE
	Pole To Win.	OFMR 8200 CONCOURSE
	Power A	5222 WEST
	Prima Games	OFMR 8201 CONCOURSE
	PRO VS GI JOE	1966 SOUTH
	Qualcomm	OFMR 8109 CONCOURSE
	R.D.S. Industries Inc.	5010 WEST
	RaptorFire.com	3247 SOUTH
	Razer	5422 WEST
	Realta Entertainment Group	435 SOUTH
	Rebellion	OFMR 8300 CONCOURSE
	Rlot Games	OFMR 8409 CONCOURSE
	ROCCAT Inc.	. OFMR 5654 WEST
	Royal Electronics Inc	2762 SOUTH
	Rubicon Organization	OFMR 8613 CONCOURSE
	8DC	2562 SOUTH
	SEGA of America, Inc.	2023 SOUTH
		PMR 307
		PMR 308AB
•	Snail Games USA	
	Solutions 2 GO	. 515 SOUTH

SO MUCH TO DO!



If only she had visited www.E3Insider.com, Sara wouldn't have missed a thing at E3.



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Sony Computer Entertainment America	4522 WEST
	OFMR 4144 WEST
	PMR 511ABC
Sony Computer Entertainment Europe	PMR 515A
	PMR 517
Sony Online Entertainment	4800 WEST
Square Enix, Inc.	1647 SOUTH
	OFMR 8100 CONCOURSE
Sunflex Europe GmbH	
TAKEOFF Creative Services House	447 SOUTH
Take-Two Interactive Software, Inc.	2401 SOUTH
Taomee	5630 WEST
TECMO KOEI America Corporation	
Telitale Games	OFMR 8501 CONCOURSE
	OFMR 8600 CONCOURSE
THQ	PMR 309
T-Mobile	2247 SOUTH
Topware Interactive	. OFMR 8810 CONCOURSE
	OFMR 8812 CONCOURSE
Trion Worlds, Inc.	
Turtle Beach	
TwitchTV	
U.S. Games Distribution Inc	2359 SOUTH
Ubisoft Entertainment	
	PMR 305
UBM TechWeb Game Network	
Uni-Art Precise Products Ltd	2558 SOUTH
UNIS Technology	
Valve	
VEFXi - Creator of the 3D-Bee	
Video Game Voters Network	
Videogame History Museum	
Virtual Piggy	3253 SOUTH
Virtuos	OFMR 8101 CONCOURSE
ViviTouch (Artificial Muscle, Inc. I A Ba Company)	,
Wahlap (Guang Zhou)	5630 WEST
Wargaming.net	601 SOUTH
Warner Bros. Interactive Entertainmen	t 2001 SOUTH
	PMR 516
WEBZEN Inc.	5604 WEST

COMPANY

EXHIBIT SPACE

•	Wemade Entertainment ,	
	***************************************	OFMR 8816 CONCOURSE
	WILL TECH	OFMR 8001 CONCOURSE
	Wizards of the Coast LLC	OFMR 8513 CONCOURSE
	Wondershare Games Co., Ltd	2763 SOUTH
	X-Games Inc	2563 SOUTH
	XPEC	OFMR 8808 CONCOURSE
	XSEED Games	OFMR 8504 CONCOURSE
	Xsolia	555 SOUTH
	Yogcast LTD	2362 SOUTH
•	Zen Studios .	OFMR 8508 CONCOURSE
•	ZQ Game	OFMR 8313 CONCOURSE
	Zynga	PMR 519



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Brett Claywell, Partner, STiKS GAMING; Michael Wasserman, Partner, STiKS GAMING; Sheila Roche, Chief Creative & Communications Officer, (RED); Christina Rose, VP Marketing & Partner Strategy, (RED)

(RED) invites you to join the (RED)RUSH Games to unite the gaming community. At stake: the opportunity for an AIDS-Free Generation by 2015. Donate, play, and dominate to help fund the fight against AIDS. Face off against gamers and celebrities in this global initiative from June 1 to June 10 at www.redrush.com. Powered by (RED) + STIKS GAMING.

345 GAMES OFMR 8505 CONCOURSE

345 Hudson St., 8th Floor New York, NY 10014 212-767-4086 deadliestwarriorthegame.com

Dan Yang, Senior VP & General Manager; Carlos Giffoni, Senior Creative Director; Matt McEnerney, Senior Producer; Karra Fogliano, Coordinator

As a division of MTV Networks, 345 Games is dedicated to creating, marketing, and publishing high-quality, innovative interactive products. Our games are based on Spike and Comedy Central TV programs, but complement the core values of all MTV Networks brands. For more information, please visit us at www.deadliestwar-northegame.com.

505 GAMES

PMR 505

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The mission of the AIAS is to promote and advance the worldwide interactive entertainment communityy and recognize outstanding achievements in the field of interactive arts and sciences.

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Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. More information about Activision and its products can be found on the company's website, www.activision.com.

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Joe Monastiero, VP, Business Development; Roy Smith, VP, Marketing; Tyler Smith, Lead Game Developer; Steve Tsuruda, Business Development

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Regent Square House The Parade Leamington Spa, Warwickshire CV32 4NL United Kingdom +44-1926880000 www.blitzgamesstudios.com

Philip Oliver, CEO; Richard Smithles, COO; John Nash, Studio Design Director; Natalie Griffith, Head of Public Relations & Marketing

An unwavering passion for games, combined with world-beating technology and a track record of innovation and creativity, makes Blitz Games Studios an independent developer like no other. Consistently first to embrace new technology and new business models, Blitz is a studio that thrives on change, but gains strength from experience.



Cystersów 9 31-553 Krakow Poland www.blooberteam.com

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Feng Qian, CEO

Wuxi Brahma Information Technology Co., Ltd. is founded on the principles of achievability, scalability, and expandability. We are a group of young entrepreneurs. One of our goals is to develop the next generation of MMOR-PGs and become one of the world's leading online game developers.

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City Interactive is an international publisher and developer of interactive entertainment products, with sales in over 40 countries worldwide. Listed on the Warsaw Stock

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Chufeng Chen, General Manager; Jianzhu Cheng, Director of Overseas Dept.

COG is dedicated to developing and publishing online games in overseas markets. Located in Shanghai, China, COG is a leading platform for publishing Chinese games in overseas markets. Professional and independent. COG possesses abundant overseas resources, and has great potential to cooperate with overseas operators in a deep way.

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Kamran Hayempour, CEO

Creative Mind Interactive is a distributor of video game hardware, software, and accessories for all major Nintendo, Microsoft, Sonv. and Apple platforms. Major brands include dreamGear. Mad Catz, Nvko, and Lamborghini licensed products, and a complete line of Atari and Sega licensed Plug N Play games.

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Crytek GmbH is one of the world's leading independent development studios for interactive entertainment. with its headquarters in Frankfurt am Main (Germany) and additional studios in Kiev (Ukraine), Budapest (Hungary), Sofia (Bulgaria), Seoul (South Korea), and Nottingham (UK).

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Piotr Olak, Business Developer Manager; Monika Leksowska, Brand Manager DICE+ was created by Patrick Strzelewicz and Michael Bak, who founded GIC in cooperation with Financial Support Group (one of the top financial advisor companies) and Platige Image (Oscarnominated post-production studio). DICE+ is the world's first electronic dice, it takes the best out of board games and the virtual world, and joins them via Bluetooth.

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John Yamamoto, CEO & President; Cory Max Bernhardt, QA Senior Manager; Eric Kwan, QA Coordinator; Yoshimi Yoshikawa, Administration; Junichi Sasaki, International QA Manager

DIGITAL Hearts USA Inc. was established in October of 2011, as a subsidiary of DIGITAL Hearts Co., Ltd., with a focus on delivering the highest-quality video game testing services.

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Dynamics Inc. was founded and seeded in 2007 by Jeff Mullen, its President and CEO. Dynamics produces and manufactures intelligent powered cards, such as advanced payment cards.

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Thomas Barrau, International Product Manager; Rotondo Adrien, Junior International Product Manager

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FUNBOX MEDIA LTD (UK)

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G4 offers the last word on gaming, tech, gadgets, and web culture for the male 18-34 demographic. The network has given young men of today's digital generation a television home. G4tv.com is a top web destination for video game news and info. The network's popular original programming includes "Attack of the Show!," "X-Play," and "American Ninja Warrior."

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Rui Zhang, Emcee; Mingyi Zhao, Deputy General Manager

Games Channel is the largest digital-pay TV channel focusing on online games, e-sports, gamers, and game developers. With support from SMG, Games Channel is one of the largest online game-related content providers for various new media platforms. The tota subscribership of Game Channel has reached 43 million via cable and IPTV.

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Ron Ahdoot, CEO; Eleanor Ahdoot, VP of Operations; Prescy Morales, Sales Manager

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Games Exchange Alliance (GXA) is a games industry association that helps game companies cross last-mile commercialization hurdles to reach Asian gamers. With over 50 member companies, GXA is supported by the Singapore government, Infocomm Development Authority (IDA), Media Development Authority (MDA), and International Enterprise (IE).

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Ke Yang, General Manager

Gamewave Interactive Technology Co., Ltd., is China's largest web game operator. Current business includes:

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HONG KONG TRADE **DEVELOPMENT COUNCIL** (HKTDC)

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Julia Son, Marketing Manager

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Yuuki Mizutani, Sales Manager: Ryo Mihara, Sales; Masami Kawarazaki, VP; Takuya Ishizaka, Sales; Kaz Ohira, Sales

"Enhancing your gaming experience"—this goal has been at the heart of Hori's business for 25 years and continues to drive them in an ever-changing video-gaming world. Having led the field for over two decades with accessories that blend quality, innovation, and ergonomic design, Hori continues to redefine what gamers expect from their peripherals.

HYPERKIN, INC. 417 SOUTH

1918 Frank Stiles St. South El Monte, CA 91733 626-571-5100 www.hyperkin.com

Hyperkin is dedicated to the development of innovative. reliable, and cost-friendly peripherals for games of all types-ranging from the latest and newest games to the classic and retro games, Play well. Live well.

IGDA

WEST LOBBY

19 Mantua Rd. Mt. Royal, NJ 08061 856-423-2990 www.igda.org

Gordon Bellamy, Executive Director; Sheri Rubin, Operations Manager; Ryan Arndt, Global Community Manager; Susan La Sky, Business Development; Jack Bogdan, Director of Innovation

The International Game Developers Association is the largest non-profit membership organization serving individuals that create video games.

IGN ENTERTAINMENT 4700 WEST

625 2nd St., 3rd Floor San Francisco, CA 94107 www.ign.com

Roy Bahat, President; Peer Schneider, Senior VP of Content & Publisher; Jeanne Dver, Executive Director, Marketing; Kris Sharbaugh, Senior Manager, Communications; Talmadge Blevins, VP, Games Content

IGN Entertainment is the world's largest video games media company. Reaching more than 57 million unique users worldwide, IGN's network of video game-related properties (IGN.com, 1UP. com, GameSpy, TeamXbox, and others) is the web's #1 video game information destination.

INCOMM

5412 WEST

250 Williams St. Atlanta, GA 30303 770-240-6100 www.incomm.com

Brian Parlotto, Senior VP. Consumer Products & International, Business Development: Dave Etling, VP, Business and Product Development; Michael Frasier, Director, Digital Content Product Development; Anthony Devito, Director, Digital Content Product Development; Delaney Mohr, Director, Digital Content **Product Development**

nComm provides prepaid products sent desi and transaction technologies to retailers, brands, and consumers. With roughly \$15 billion in retail sales transactions processed in 2011, In-Comm assists approximately 250,000 retail locations build prepaid destinations, connects brands with new markets, and gives consumers a secure shopping experience.

INDEX DIGITAL MEDIA, INC. (ATLUS)

4810 WEST

6400 Oak Canyon, Suite 100 nine CA 92618 949-788-0455 w.atlus.com

Shinichi Suzuki, President & CEO; Mitsuhiro Tanaka, General Manager; Bill Alexander, Director of Production

ATLUS has established itself as one of its industry's most consistent, celebrated companies. With proven success across many genres and platforms, ATLUS provides quality critically acclaimed interactive entertainment to a wide spectrum of customers. ATLUS is a brand of Index Corporation and its privately held subsidiary, Index Digital Media, Inc.

INDIECADE: THE INTER-NATIONAL FESTIVAL OF INDEPENDENT GAMES

CONCOURSE FOYER

1081 Amoroso Pl. Venice, CA 90291 310-999-1054 www.indiecade.com

Stephanie Barish, CEO; Sam Roberts, Festival Director; Celia Pearce, Festival Chair; Gail Cayetano, Marketing and Business Development; Robert Brown, Publicist, The Bohle Company

IndieCade, the annual international festival for independent games, dubbed "The Sundance of the video game industry," features Red Carpet Awards, a professional conference, young programming, a public GameWalk, and more. IndieCade 2012 will take place October 4-7, 2012.

INFERNUM PRODUCTIONS OFMR 8806 CONCOURSE

_n andstrasse 175 10719 Berlin Germany

err umvoom

INNEX, INC. 5430 WEST

16622 E. Johnson Dr. City of Industry, CA 91745 626-638-7955 www.innexinc.com

11/1/1/1//

Jenny Rodriguez, Marketing; Ron Pang, VP of Business Development

Innex has established itself as the leading distributor of video game accessories worldwide and has become a reputable partner in the mobile, audio and toy industries. With its logistical expertise, Innex delivers its products and services on time and under budget. Find various services such as distribution, sourcing, marketing, and design at Innex!

INNOGAMES

OFMR 5652 WEST

Harburger Schlossstrasse 28 21079 Hamburg Germany www.innogames.com

INTO THE PIXEL CONCOURSE FOYER

23622 Calabasas Rd. Suite 300 Calabasas, CA 91302 818-876-0826 www.intothepixel.com

Martin Rae, President; Terrence Myers, Executive Producer; Kelby May, Executive Assistant to the President; Debby Chen, Marketing & Communications Manager; Claudio Tapia, Project Manager

Created in 2004, Into the Pixel is an exploration and celebration of the art of video games from around the world. The exhibition offers an opportunity for published video and computer game artists to be recognized in both the fine art and video game worlds. Be sure to check out all of

the juror-selected pieces in the Concourse Foyer at this year's E3 Expo.

JACK OF ALL GAMES OFMR 8500 CONCOURSE

9271 Meridian Way West Chester, OH 45069 800-947-5974 www.jackofallgames.com

Fred Towns, President, New Age Electronics and Jack of All Games; Gary Palenbaum, Senior VP of Product Management, New Age Electronics and Jack of All Games; Bob Culliton, VP, Jack of All Games

Jack of All Games is a major video game distributor, combining a wealth of gaming industry knowledge with proven distribution expertise to deliver the hottest game titles to national retailers. JOAG prides itself on its broad selection of value gaming software, making it possible to hit many price points with solid value titles.

JAGEX LIMITED OFMR 8113 CONCOURSE

220 Cambridge Science Park, Milton Rd. Cambridge, Cambridgeshire CB4 0WA United Kingdom www.transformersuniverse. com

Celia Pearce, Festival Chair

KALYPSO MEDIA GROUP 2800 SOUTH

45 N. Broad St. Ridgewood, NJ 07450 201-857-4242 www.kalypsomedia.com

Mario Kroll, VP; Ted Brockwood, Head of Public Relations

Kalypso Media is a global independent developer, marketer, and publisher of interactive entertainment software with 120 employees worldwide. The company

has offices in Germany, the United Kingdom, and the United States. Kalypso Media also enjoys very strong global digital distribution through Kalypso Media Digital.

KEMCO 2959 SOUTH

2F 6-10-3, Saijo Shitami Higashihiroshima-shi Hiroshima Pref. 739-0047 Japan www.kemco-games.com

Masaomi Kurokawa, Manager

Kotobuki Solution, AKA KEMCO, started as a game publisher/developer in the 1980s. Now, their main products are various JRPGs for iOS and Android. They attend E3 2012 to strengthen sales overseas, and they welcome media who can cover their JRPGs, developers who can make new RPGs, and licensees who want to export smartphone games from the West to Japan.

KONAMI DIGITAL ENTERTAINMENT, INC. 2423 SOUTH

2381 Rosencrans Ave.Suite 200 El Segundo, CA 90245 310-220-7601 www.konami.com

Tomoyuki Tsuboi, President & Executive VP of Sales and Marketing, Director of Los Angeles Office; George Richard, VP of Sales & Marketing, Gamesoft and Digital Download; Kevin Wynne, Director of Marketing; Jay Boor, Director of Public Relations; Cynthia Brown, Promotions & Special Events Manager

Konami is a leading developer, publisher, and manufacturer of electronic entertainment properties. Konami's titles include the popular franchises Metal Gear Solid, Silent Hill, DanceDanceRevolution, and Castlevania, among other top-sellers. The latest about Konami can be found at www.konami.com.

KOTRA

5604 WEST

4801 Wilshire Blvd., Suite 104 Los Angeles, CA 90010 323-954-9500 www.kotrala.com

Wonsok Yun, Director General; Joon Kyoo Kim, Deputy Director General; Joon Kyu Park, Deputy Director; Randy Lee, Project Manager; Ryan Lee, Project Manager

KUNO INTERACTIVE

5604 WEST

#1012 Bundang Square. Seohyeon-dong, Bundang-gu Taiyoung Ryu, Gyeonggi-do 463050 South Korea kunointer.com

Gail Cayetano, Marketing and Business Development



Panharinglaan 11 8660 De Panne. West Flanders Belgium +32-92257900 www.larian.com

Swen Vincke, CEO & Game Director; Sergei Klimov, Director of Business Development & Publishing; Benoit Louzas, Senior Producer

Larian Studios is among the world's finest independent game developers, with a track record of producing critically acclaimed RPG and RTS titles for PC/Mac and consoles. In 2012, Larian celebrates the 10-year anniversary of Divinity Universe. Current projects include Dragon Commander and Divinity III.

OFMR 8604 CONCOURSE

1578 Air Wing Rd. San Diego, CA 92154 425-427-0115 www.levelupgear.com

Paul Robertson, Program Manager, Plastics & Electronics; Jason Woodrow, Senior Industrial Designer; Rob Bourriague, Director, Strategic Operations; Jeff Campbell, Senior Graphic Designer; Michelle Lacayo, Account Manager

Launched in 2006, LevelUp® offers a full line of innovative gaming accessories, including gaming storage towers, ottomans, and chargers. LevelUp's experienced product development team designs all products from the ground up—creating unique, practical, and visually stunning gaming solutions. LevelUp® is a division of Whalen Furniture Mfg., Inc.

LITTLE ORBIT 547 SOUTH

29863 Santa Margarita Pkwy. Suite 100 Rancho Santa Margarita, CA 92688 949-713-5016 www.littleorbit.com

Matthew Scott, President & CEO; Terry Malham, Head of European Operations; Kathy Bucklin, Director of Production; Derek Wong, VP of Sales

Little Orbit is a worldwide video game publisher formed in January 2010, with a focus on licensed entertainment products. The company's emphasis is on working with popular creators to extend their vision into games through storytelling and engaging content for all platforms.

LOADCOMPLETE

5604 WEST

1322 Seohyeon-dong, Bundang-gu Seongnamsi, Gyeongg 463-8 South Korea www.loadcomplete.com

LUCASARTS, A DIVISION OF LUCASFILM ENTERTAINMENT COMPANY LTD. PMR 405

1110 Gorgas Ave. San Francisco, CA 94129 415-746-8000 www.lucasarts.com

Paul Meegan, President; Mary Bihr, VP, Global Publishing; Kayleen Walters, Senior Director, Marketing

LucasArts is a leading publisher and developer of interactive entertainment software for video game console systems, computers, and the internet. The company was founded in 1982 by filmmaker George Lucas to provide an interactive element to his vision of a state-of-the-art, multifaceted entertainment company.

LUDEI 2663 SOUTH

181 Fremont St. San Francisco, CA 94104 888-271-4380 www.ludei.com

Eneko Knorr, Founder & CEO; Robert Brown, Publicist - The Bohle Company

Ludei is a games technology firm aimed at wrapping HTML5/Javascript games for iOS and Android platforms at native performance, with zero coding cost. Ludei has produced successful titles for iOS and Android, with more than 15 million downloads from 100+ countries, It's now focused on providing

developers with the best cross-platform technology.

MACHINIMA 2059 SOUTH

8441 Santa Monica Blvd. West Hollywood, CA 91505 www.machinima.com

Allen DeBevoise, Chairman, Co-Founder & CEO

Machinima is the #1 video entertainment network for gamers around the world, reaching over 1.4 billion video views/month, and over 166 million unique visitors/month. Featuring gameplay, original series, live streams, official content, and news for the gamer generation, Machinima is a major force for core gamers and the young entertainment audience.

MAD CATZ PMR 506

7480 Mission Valley Rd., #101 San Diego, CA 92108 www.madcatz.com

Michael Greco, VP of Marketing; Alex Verrey, Global Public Relations & Communications Manager; Darren Richardson, President & CEO; Jon Middleton, VP of Business Development; Allyson Evans, CFO

Mad Catz Interactive, Inc. is a global provider of interactive entertainment products, marketed primanly under its Mad Catz®. Cyborg™. Tritton®. Sartek®, and Eclipse™ brands. Mad Catz develops flight simulation software through its internal ThunderHawk Studios™, and publishes/distributes games and video game products for third parties.



5/F, Block F, Xihaimingzhu Building No. 1 Tao Yuan Rd. Nanshan 518052 Shenzhen, Guangdong China +86-75586264942

www.g-matecontroller.com

Erik Wang, General Manager; Maggie Zhou, Sales Manager

G-MATE® is an innovative game accessory brand, which has been registered in Shenzhen since 2009. The founder, Mr. Erik Wang, was born in a military industry family in China; he himself is a hardcore gamer as well. G-MATE® is leading the game gun industry. Its new product, MAG II, will bring gamers more colorful game experiences.

MAJESCO ENTERTAINMENT

5200 WEST, OFMR 5662 WEST

160 Raritan Center Pkwy. Edison, NJ 08837 732-225-8910 www.majescoentertainment. com

Jesse Sutton, CEO; Mike Vesey, CFO; Adam Sultan, Senior VP, Business Affairs & General Counsel; Christina Glorioso, CMO; Kevin Ray, CTO

Majesco is a provider of video games for the mass market, focused on developing and publishing a wide range of casual and family-oriented video games on all leading platforms, social networks, and mobile devices. Game franchise highlights include Zumba® Fitness, the #1 fitness franchise of 2011, and Cooking Mama, the #1 thirdparty DS game of all-time.



1547 Paios Verdes Mall #275 Wanut Creek, CA 94597 925-478-2181 www.maximumgames.com Christina Seelye, CEO; Len Ciciretto, President; Trevor Seelye, Executive Producer; Luke Shelnutt, Senior Producer; Erin Crosby, Project Manager

Maximum Family Games is a publisher of PC, console, and handheld video games. The company's plans for 2012 include releasing the highly anticipated underwater racing title *Jett Tailfin*, scheduled to launch alongside the Wii U. As a licensed publisher of Nintendo, Sony, and Microsoft titles, MFG serves all major retail and online channels.

MCV

Saxon House 6A St. Andrew St. Hertford, Hertfordshire SG14 1JA United Kingdom www.mcvuk.com

Michael French, Editor- in-Chief; Christopher Dring, Deputy Editor; Lesley Blumson, Advertising Manager; Stuart Dinsey, Publisher

MCV: The Market for Computer & Video Games is the leading resource for the games industry, with powerful online and print products. and networking and awards events. MCV covers publishing, development, retail, and investment through a weekly magazine available in print, on iPad, and on the marketleading MCVuk.com, as well as resources for the Nordic. Indian, and Pacific regions: MCVnordic.com, MCVindia. com, MCVpacific.com.

MECCA ELECTRONIC IND. INC.

2363 SDUTH

10-16 44th Dr. Long Island City, NY 11101 718-361-9001 www.meccaelect.com

Raymond Aboody, President; Danny Mashal, CFO; Inayat Habib, Buyer; Mike Adzijevic, Sales; Steve Mohammed, Sales Mecca Electronic Industries Inc. is an authorized, leading, full-service distributor of video game hardware, software, and accessories for Microsoft, Sony, Nintendo, Activision, EA, and every other publisher in the industry. Mecca has been recognized for 38 years as a key U.S. distributor, serving over 400 retail accounts. Stop by their booth for show specials!

MEYERS 2462 SOUTH

7277 Boone Ave. N. Minneapolis, MN 55428 612-508-9053 www.meyers.com

Kent Madson, Executive, Business Development; Gregg Temple, President, Label and Card Group; Matt Moffett, Label and Card Sales

Meyers is a card- and labelprinting company with a strong focus on the entertainment industry. Highly specialized in code-printing on cards, inserts, labels, and packaging, the company's expertise is widely used across the industry for software and subscription products. Meyers is also an innovative and award-winning point-of-sale provider to the industry.

MICROSOFT

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One Microsoft Way Redmond, WA 98052 800-642-7676 www.microsoft.com

Microsoft's mission and values are to help people and businesses throughout the world realize their full potential. To learn more about Microsoft's business units and Board of Directors, get contact information, locate a sales office, or view their latest advertisements, please visit their website.

MOLI GROUP

5630 WEST

Level 6, The Point-Jing An, 555 An Yuan Rd., Jingan District 200040 Shanghai China

+86-2132279868 www.moliyo.com

Michael Zhao, General Manager; Tsz Cheung Ho, Assistant General Manager

Moliyo launches self-developed MMORPGs,including Tales of Ocean Fantasy and Superhero this year, and actively seeks market opportunities to enter the mobile digital entertainment business. Moliyo will continue to expand its product pipeline, including PC online games, mobile games, and other mobile digital entertainment products.

MULTIPLAYER.IT OFMR 4101 WEST

Via Archimede 19 05100 Terni (TR) Italy +39-07442462 www.multiplayer.it

Andrea Pucci, CEO; Luca Persichetti, Director of Marketing; Pierpaolo Greco, Editor-in-Chief

Multiplayer.it is the leading online magazine in the digital entertainment field in Italy, and the first among gaming websites to blend editorial content with a strong social element. Their readers, more than 1.5 million monthly, follow the site's daily coverage, reviews, previews, and other gaming content.

NAMCO BANDAI GAMES AMERICA INC. 1637 SOUTH

1740 Technology Dr., Suite 600 San Jose, CA 95110 www.namcobandaigames.com

NATSUME, INC. 515 SOUTH

1818 Gilbreth Rd., Suite 229 Burlingame, CA 94010 650-692-1941 www.natsume.com

Hiro Maekawa, President & CEO; Graham Markay, VP, Operations; Sanae Maekawa, Creative Director; Sachiyo Davidson-Mizuta, International Communication Manager

Natsume is a worldwide publisher that specializes in unique and family-oriented interactive entertainment software for a variety of platforms, including Nintendo and Sony. Best known for the popular Harvest Moon and Reel Fishing brands, Natsume is dedicated to producing quality video games for the entire family.

NÉMOPOLIS 447 SOUTH

60 Bis, Rue de Bellevue 92100 Boulogne-Billancourt France +33-146990776

+33-146990776 www.nemopolis.net

Antoine Izarn, CEO; Vincent Courtet, Sales Manager; Marion Potier, Marketing & Public Relations Manager; Camille De Montmagnier, Head of Production; Delphine Favreau, Head of Accountancy

In less than nine years, Némopolis has gained a leading position in the historical adventure segment of video games. Némopolis is also working on a game based on the comic book licence of Blake and Mortimer (14 million comics sold worldwide). This exclusive scenario will be available in Q4 2012 on iPad, 3DS, and PC/Mac, and is featured in First Looks at E3.

NEOCOREGAMES OFMR 4113 WEST

Vorosmarty ter 1. Kristalyhaz Irodahaz Deli oldal, 3. emelet Budapest 1051 Hungary www.neocoregames.com

Zoltan Varga, Business Development Manager; Orsolya Toth, Public Relations & Community Manager

NeocoreGames is a Hungarian game production company, specializing in the production, development, and publishing of computer games, and focusing on the strategy/RPG genres. Previous titles include Crusaders: Thy Kingdom Come, The Kings' Crusade, and King Arthur —The Role-Playing Wargame series.

NINTENDO OF AMERICA INC. 4822 WEST, OFMR 5244 WEST

4600 150th Ave. NE Redmond, WA 98052 425-882-2040 www.nintendo.com

The worldwide pioneer in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its Wii™, Nintendo 3DS™, Nintendo DS™, and Nintendo DSi™ systems. A wholly owned subsidiary, Nintendo of America Inc. serves as headquarters for Nintendo's operations in the Western hemisphere.

NVIDIA CORPORATION OFMR 8601 CONCOURSE

2701 San Tomas Expwy. Santa Clara, CA 95050 408-486-2000 www.nvidia.com

NVIDIA awakened the world to computer graphics when it invented the GPU in 1999. Today, its processors power a broad range of products, from smartphones to supercomputers. NVIDIA's mobile processors are used in phones, tablets, and auto infotainment systems. PC gamers rely on GPUs to enjoy spectacularly immersive worlds.

NYKO TECHNOLOGIES 5000 WEST

1990 Westwood Blvd. 3rd Floor Los Angeles, CA 90025 www.nyko.com

ONLIVE

535 SOUTH

181 Lytton Ave. Palo Alto, CA 94301 650-543-5500 www.onlive.com

Jane Anderson, Public Relations; Brian Jaquet, Director of Communication

As the industry leader in cloud gaming, OnLive delivers top-tier video games on-demand to millions of users around the world. Play instantly on PCs, Macs, HDTVs, smartphones, and tablets, with the simplicity of streaming video. With free instant demos and click-toplay access from anywhere, getting in the game has never been easier.

OZHILL

OFMR 8005 CONCOURSE

344-1 Yatap-dong
'Korea Design Center' #220
Bundang-gu Seongnam-si,
Kyunggi-do 463-828
South Korea
+82-1027996697
www.ozhill.co.kr

Sooyong Ahn, Sales Manager; Hwanjin Yeo, Director of Marketing; Hwanchuł Yeo, CEO; Soon young Kwon, Marketing Manager

OZHILL is a Korean game outsourcing company,

specializing in 3D modeling of game characters and environments, animation, and concept art. OZHILL has sales offices in Korea, and a studio with over 200 designers in Dalian, China.

PARADOX INTERACTIVE OFMR 4000 WEST

Götgatan 78, 23rd Floor SE-118 30 Stockholm, Sweden +46-0855588400 www.paradoxplaza.com

Reena M. Miranda, Executive VP, Sales; Susana Meza Graham, CMO; Mattias Lilja, Executive Producer; Fredrik Wester, CEO

Since 1999, Paradox Interactive has been a leading global developer and publisher of PC-based strategy games. Paradox shares a passion for gaming and gamers, with the goal of providing deep and challenging games with hours of gameplay to a growing 400,000+ member community. Paradox's offices are located in New York, USA, and Stockholm, Sweden.

PERFECT WORLD (BEIJING) 5630 WEST

17th Floor, Beichen Century Center Building B #8 Beijing 100101 China +86-1057801326 www.wanmer.com

Ting Ting Qiao, Public Relations Department Director

Perfect World (Beijing) is one of China's leading network game developers and operators. Perfect World is primarily based on the independent research and development of Angelica 3D game engines, the "Cube" engine, and Eparch 2D engine.

PERFECT WORLD **ENTERTAINMENT**

4512 WEST

101 Redwood Shores Pkwv. Redwood City, CA 94065 650-590-7700 www.perfectworld.com

Jason Park, General Manager; Yoon Im, Senior VP; John Young, VP, Business Development; Ivan Sulic, Marketing Director: Alan Chen, CEO

Perfect World Entertainment is a leading North American online games publisher. specializing in immersive freeto-play MMORPGs, Perfect World Entertainment has published 10 popular titles. including Blacklight Retribution, Forsaken World, Perfect World International, and Star Trek Online.

PERFORMANCE **DESIGNED PRODUCTS**

5212 WEST

14144 Ventura Blvd. #200 Sherman Oaks, CA 91423 323-234-9911 www.pdp.com

Chris Richards, CEO; Bill Otte. Senior VP, Sales and Marketing; Shawn Kinninger, VP, Sales

PDP is a leader in designing and manufacturing peripherals for all major gaming platforms. They create products under brands like Nintendo, Microsoft, and Sony, as well as their own brand of Afterglow lighted accessories. In 2011, PDP launched a successful mobile group, working with Disney and Marvel Comics to create iconic products for iPhone and iPod.

PIXWOO **OFMR 8105 CONCOURSE**

65 Rue du Rocher 75008 Paris France www.pixwoo.com

PLASTIC PIRANHA

2259 SOUTH

1011 N. Orange Dr. Los Angeles, CA 90038 www.rikochetthegame.com



8565 154th Ave. NE Redmond, WA 98052 www.playseatamerica.com

PLAYSPAN. A VISA COMPANY

OFMR 8804 CONCOURSE

P.O. Box 8999 - MS-M4 1SW San Francisco, CA 94128 www.playspan.com

POLE TO WIN OFMR 8200 CONCOURSE

1196 Borregas Ave., Suite 101 Sunnyvale, CA 94089 408-541-0400 www.poletowinamerica.com

Toru Kusano, Senior Account Manager; William Wild, Studio Manager, Austin: Elvy Ramli. Account Manager; Kensaku Nakata, Localization Manager

Pole To Win America has provided a full gamut of quality game-testing services to clients worldwide since August 2009. Core services include: game testing, game localization, focus groups. and customer relations. Located in the San Francisco Bav Area, Pole To Win supports all first-party hardware, smartphones (iOS & Android) and PC hardware devices.

POWER A

5222 WEST

15525 Woodinville-Redmond Rd NE Woodinville, WA 98072 www.powera.com

John Moore, Divisional VP, Product Development and Marketing; Eric Bensussen, President; Lucky Evani, VP, Sales

Power A's focus is to amplify the experience of its customers with innovative, smart. reliable, and quality products.

PRIMA GAMES

OFMR 8201 CONCOURSE

1745 Broadway New York, NY 10019 916-787-7000 www.primagames.com

Debra Kempker, President: Andy Rolleri, Associate Publisher; Mark Hughes, Sales & Marketing Director, Print & Digital; Emily Crader, Director, Digital: Aaron Lockhart, Licensing Manager

Prima Games, an imprint of Random House Inc., is your trusted source for video game strategy, news, and information. For over 20 years, Prima Games has helped gamers not just complete their games, but completely conquer them. From print guides, to online guides with interactive maps and streaming videos, Prima has strategy covered.

PRO VS GLJOF **1966 SOUTH**

4 Montage Irvine, CA 92614 818-371-1283 www.provsgijoe.org

Grea Zinone, Founder & President

Pro vs. Gl Joe is a 501(c)3 that provides troops serving around the world-from Afghanistan to Japan-a chance to battle pro athletes and celebrities in real-time virtual Call of Duty gaming competitions. In 2011, PvGII launched Purpose Driven Rehab, a program that enables wounded vets to facilitate tailgate gaming events at major events in its 45-ft. customized gaming RV.

QUALCOMM. **OFMR 8109 CONCOURSE**

5775 Morehouse Dr. San Diego, CA 92121 www.qualcomm.com/ snapdragon

R.D.S. INDUSTRIES INC. **5010 WEST**

1942 W. Artesia Blvd. Torrance, CA 90504 310-532-9262 www.rdsindustriesinc.com

Richard Smith, President & CEO; Dave Albert, Sales at Large; Greg Bishop, VP of Sales & Marketing; Cathie Lehrberg, International Sales; Dick Lehrberg, international Sales Assistant

R.D.S. Industries inc. offers Nintendo-licensed 3DS, DSi. DSi XL, DS Lite, Wii, and Wii U system carrying cases and accessories; Sony-licensed PlayStation, PlayStation 3, PSP, and PS Vita system carrying cases; Sanrio co-branded Nintendo carrying cases; and other really good stuff.

RAPTORFIRE.COM **3247 SOUTH**

18267 NE 4th Ct. North Miami, FL 33162 305-924-3544 www.raptorfire.com

Alexander Golubev, CEO & President

RaptorFire is poised to become the leader in the custom controller market, with its next generation in rapid-fire controller technology. Its intuitive menu design. coupled with an ability to customize each chip through myriad options, makes this product the ideal candidate for both consumers and retailers alike. Fast and easy install, guaranteed!

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RAZER

5422 WEST

514 Chai Chee Lane, #07-01 ~ 06 Singapore 469029 Singapore 760-579-0180 www.razerzone.com

Mike Dilmagani, Senior VP of Sales & Marketing; Heath Hatcher, Global Director of Product Marketing; Kevin Scarpati, Public Relations Specialist; Lia Guerrero, Senior Marketing Manager

Razer is the world leader in high-performance gaming hardware. Founded in 1998, with its headquarters in Carlsbad, CA, the company has offices in nine cities around the globe. Razer provides gamers with the unfair advantage of cuttingedge technology and awardwinning design. Razer lives by its motto: For gamers. By gamers.

REALTA ENTERTAINMENT GROUP 435 SOUTH

1901 S. Bascom Ave. Campbell, CA 95008 408-559-6300 www.realtaentertainment.com

Scott Gamel, VP, Marketing; Danny Hammett, COO, Mastiff

Realta Entertainment Group. Inc. and Realta Studios are developers of reality-based interactive multimedia. hardware, and content for the world's most popular video game consoles and PCs. Realta melds art and technology into powerful user experiences that expand beyond the typical gaming hardware. Realta Entertainment is based in Campbell, CA.

REBELLION

OFMR 8300 CONCOURSE

Riverside House, Osney Mead Oxford, Oxfordshire OX2 0ES United Kingdom +44-1865792201 www.rebellion.co.uk

Jason Kingsley, CEO; Chris Kingsley, CTO

Super-developer Rebellion is one of the world's top independent game developers. Rebellion has a 20-plus-year track record of worldwide number-one hits, including Alien vs. Predator, Aliens vs. Predator, Tom Clancy's Rainbow 6, The Simpsons Game, Star Wars Battlefront Elite Squadron, Sniper Elite. and many more.

RIOT GAMES

OFMR 8409 CONCOURSE

2450 Broadway, Suite 100 Santa Monica, CA 90404 www.riotgames.com

Manu Diwakar, Business Development; Andrew Conti, Marketing Partnerships; Chris Heintz, **Public Relations**

Riot Games was established in 2006 by entrepreneurial gamers who believe that player-focused game development can result in great games. In 2009, Riot released its debut title League of Legends to critical and player acclaim. Over 11 million play every month.

ROCCAT INC. OFMR 5654 WEST

Paul-Dessau-Strasse 3G 22761 Hamburg Germany +49-4030994950 www.roccat.org

Rene Korte, CEO & Founder: Dennis Ben Brahim, Head of Sales & Marketing; Kathrin Bachmann, Director, Marketing & Communication

With offices in Hamburg, Los Angeles, Taipei, and

Shenzhen, ROCCAT produces innovative, high-quality products for today's ambitious computer gamer. The company's advanced input devices, headsets, and accessories offer extreme precision, first-class ease-of-use. and unique, eve-catching design.

ROYAL ELECTRONICS INC. 2762 SOUTH

15829 Stagg St. Van Nuvs, CA 91406 www.royalelec.com

RUBICON ORGANIZATION **OFMR 8613 CONCOURSE**

5030 Chesebro Rd., Suite 202 Agoura Hills, CA 91301 www.rubiconorg.com

SDL

2562 SOUTH

69 Hickory Dr. Waltham, MA 02451 781-464-6000 www.sdl.com

Keith Laska, CEO, Language Technologies; Mike Nawrocki, Senior VP, Global Sales; Swamy Viswanathan, Senior VP, Products & Marketing

SDL provides translation technology and services to help the gaming industry better target and support global markets. This includes solutions for localizing games for global users, translating documentation, enabling multilingual support across email, chat and knowledge bases, and managing translation workflows to accelerate time to market.

SEGA OF AMERICA, INC. 2023 SOUTH.

PMR 307, PMR 308AB

350 Rhode Island St. Suite 400 San Francisco, CA 94103 www.sega.com

SNAIL GAMES USA **4712 WEST**

5300 Beethoven St. Los Angeles, CA 90066 310-928-7430 www.snailgamesusa.com

Rudy Huang, Director of Operations; Libby Schultz, Finance Officer; Eric Rodgers, Publishing Producer; Marat Bokov, Creative Director; Nikki Lovejoy. Marketing Manager

Based in Los Angeles, CA. Snail Games USA is a wholly owned subsidiary of Suzhou Snail Digital Technology Co., Ltd., the world's premier developer of free-to-play MMO games. Its mission: to construct a cultural trading outpost which will allow audiences in America to experience the artistic expression of the Chinese culture developed by Snall Games.

SOLUTIONS 2 GO 515 SOUTH

3100 S. Susan St. Santa Ana, CA 92704 949-825-7700 www.solutions2go.com

David Rosenbaum, Senior VP, Retail Sales Group; Moe Taghavi, Senior VP, Wholesale Accounts; Kim Pendleton, VP. Marketing; Joe Barrett, Director, Purchasing; Greg Ryan, Director, E-Commerce

Solutions 2 GO specializes in distributing products to retail and e-commerce companies in a customer-centric way. with an array of value-added services, promotions, unique product offenngs, and packaging. The company develops and provides solutions and opportunities for its vendors and customers that help them become more efficient, effective, and profitable.

SONY COMPUTER ENTERTAINMENT AMERICA

4522 WEST, OFMR 4144 WEST, PMR 511ABC

919 E. Hillsdale Blvd. Foster City, CA 94404 us.playstation.com

Jack Tretton, President & CEO; Guy Longworth, Senior VP, PlayStation Brand Marketing; Timothy Bender, Senior VP of Sales; Philip Rosenberg, Senior VP of Business Development

Sony Computer Entertainment America LLC (SCEA) is responsible for keeping the PlayStation® growing and thriving in the United States, Canada, and Latin America. SCEA's goal is to make a family of products that completely changes the definition of home entertainment.

SONY COMPUTER ENTERTAINMENT EUROPE PMR 515A, PMR 517

10 Great Marlborogh St. London W1F 7PL United Kingdom www.uk.playstation.com

SONY ONLINE ENTERTAINMENT

4800 WEST

8928 Terman Ct. San Diego, CA 92121 858-577-3100 www.soe.com

Laura Naviaux, Senior VP of Sales & Marketing; Louis Figueroa, Senior VP of Business Development; Don Vercelli, Senior VP of Sales; Chris Sturr, Executive Director of Business Development & Corporate Strategy; Michele Sturdivant, Director of Global Communications

Sony Online Entertainment LLC (SOE) is a recognized worldwide leader in MMO games. Best known for its blockbuster hits and franchises—including EverQuest, Free Realms, Clone Wars Adventures, DC Universe

Online, and the upcoming PlanetSide 2—SOE creates, develops, and provides compelling online entertainment for a variety of platforms.

SQUARE ENIX, INC. 1647 SOUTH, OFMR 8100 CONCOURSE

999 N. Sepulveda Blvd. 3rd Floor El Segundo, CA 90245 www.square-enix.com/na

SUNFLEX EUROPE GMBH

OFMR 5656 WEST

Obere Oese 2 - 4 58675 Hemer Nordrheinwestfalen Germany www.sunflex-europe.com

TAKEOFF CREATIVE SERVICES HOUSE

447 SOUTH

225 E. Broadway, Suite 315 Glendale, CA 91205 www.takeoffstudio.us

TAKE-TWO INTERACTIVE SOFTWARE, INC.

2401 SOUTH

622 Broadway, 4th Floor New York, NY 10012 646-536-2842 www.take2games.com

Christoph Hartmann, President; Strauss Zelnick, CEO; David Ismailer, COO; Sarah Anderson, Senior VP, Marketing; Matt Gorman, VP, Marketing

Take-Two Interactive Software, Inc. is a leading developer, marketer, and publisher of interactive entertainment for consumers around the globe. The company develops and publishes products through its two wholly owned labels Rockstar Games and 2K, which publishes its titles under the 2K Games, 2K Sports, and 2K Play brands.

TAOMEE 5630 WEST

Unit 2413. 24th Floor CWTC Tower 1 No. 1 Jianguomenwa: St. Beijing 100020 China www.61.com

Zhen Wei, CTO

Taomee is China's leading entertainment platform, which includes network games and mobile games, as well as social network service and virtual worlds (animated TV series and movies). Taomee is the largest children's online community, with successful children's franchises, a proven platform, and an established brand with parents and caregivers.

TECMO KOEI AMERICA CORPORATION

2047 SOUTH

1818 Gilbreth Rd., Suite 235 Burlingame, CA 94010 650-692-9080 www.tecmokoeiamerica.com

Yoichi Erikawa, President; Amos tp, Senior VP & General Manager; Sean Corcoran, Marketing Manager; Jae Chang, Sales & Operations

Tecmo Koei America Corp. is the North American subsidiary of Japan's Tecmo Koei Holdings Co., Ltd. The company's globally renowned franchises include *Dead or Alive*, *Dynasty Warriors*, and *Ninja Gaiden*. Utilizing the combined strengths of both brands, Tecmo and Koei continue to redefine the action genre with their own unique, distinctive approach.

TELLTALE GAMES

OFMR 8501 CONCOURSE, OFMR 8600 CONCOURSE

101 Glacier Point, Suite B San Rafael, CA 94901 415-258-1638 www.telltalegames.com Dan Connors, CEO; Steve Allison, Senior VP, Marketing; Richard Iggo, Senior Director of Marketing; James Lamorticelli, VP of Publishing; Job Stauffer, Senior Public Relations Manager

Telltale is the first and only digital publisher to release interactive episodic content on a monthly schedule. Its award-winning internal development studio is responsible for creating landmark episodic content, including Tales of Monkey Island, Back to the Future: The Game, and the Sam & Max series.

THQ PMR 309

29903 Agoura Hills Rd. Agoura Hills, CA 91301 818-871-5000 www.thq.com

Brian Farrell, President & CEO; Ian Curran, Executive VP, Global Publishing; Danny Bilson, Executive VP, Games; Richard Wililams, Senior VP, Global Brand Marketing; Angela Emery, VP, Corporate Communications

THQ Inc. is a leading world-wide developer and publisher of interactive entertainment software. The company develops its products for all popular game systems, personal computers, and wireless devices. THQ sells product through its global network of offices located throughout North America, Europe, and Asia Pacific.

T-MOBILE 2247 SOUTH

12920 38th St. Bellevue, WA 98006 425-378-4002 www.t-mobile.com

Phillip Humm, CEO & President; Jim Alling, COO; Cole Brodman, CMO

T-Mobile USA delivers fast 4G connections in more places, on more devices, and running compelling

services—all at a great value. T-Mobile's focus is providing customers with amazing 4G experiences, with the latest mobile products and services, powered by a fast network which is available nationwide and covers more than 200+ million people.



625 2nd St., Suite 102 Petaluma, CA 94952 707-591-5501 www.topware.com

Jake DiGennaro, Public Relations Director, Business Development Manager, Publishing Coordinator, & Producer; James Seaman, Managing Director: Robin Kunimune, Community Manager

TopWare Interactive. headquartered in Karlsruhe, Germany, is an international interactive entertainment software company. A privately held company, TopWare develops, publishes, and distributes interactive software on most current-gen gaming platforms including PC, Mac. Xbox 360, PlayStation 3, and Nintendo Wii.

TRION WORLDS, INC. 823 SOUTH

1200 Bridge Pkwy. Redwood City, CA 94065 650-631-9800 www.trionworlds.com

Trion Worlds is the leading publisher and developer of premium games for the connected era. Powered by a breakthrough development and publishing platform, Trion's team delivers high-quality, dynamic, and massively social games operated as live services across the biggest game genres and devices. with a lineup that includes Rift™, End of Nations™, and Defiance™.

TURTLE BEACH 2447 SOUTH

100 Summit Lake Dr., Suite 100 Valhalla, NY 10595 914-345-2255 www.turtlebeach.com

Michael Arzt, VP, Marketing and **Business Development**

Turtle Beach designs and markets premium audio peripherals for video game. personal computer, and mobile platforms, Turtle Beach is the number-one third-party console gaming accessory brand, based on dollar volume during 2011 (NPD). The Ear Force XP400 wireless headset was named IGN's "Best Gaming Hardware" as part the Best of CES 2012 Awards.

TWITCHTV 347 SOUTH

23 Geary St., Suite 800 San Francisco, CA 94108 www.twitch.tv

Kevin Lin, COO: Matt DiPietro. VP, Marketing & Public Relations; Jonathan Simpson-Bint, **Business Development; Amber** Dalton, Director of Marketing; Scott Newton, Advertising & Sales

TwitchTV is the world's largest video game online broadcasting and chat community, dedicated to connecting people around the games they love. TwitchTV features video from the top gaming personalities, players, tournaments, leagues, and developers, in addition to the most active and interesting discussions and live streams around video games.

U.S. GAMES DISTRIBUTION INC 2359 SOUTH

16700 Schoenborn St., Unit #2 North Hills, CA 91343 866-874-2637 www.usgamesdist.com

Cameron Eghbali, President; Amir Mehrdad, Sales; Moe Amir, Shipping Manager, Rene Montoya, Sales; Ron Eghbali, Sales

U.S.Games Distribution Inc. has over 15 years' experience in the video game industry. It has become the largest distributor of all video game formats, and is capable of shipping you the latest video game software. hardware, and accessories with the lowest shipping rate, on the release date.

UBISOFT ENTERTAINMENT 1023 SOUTH, PMR 305

28 Rue Armand Carrel 93108 Montreuil France +33-148185000 www.ubi.com

Ubisoft is a leading producer, publisher, and distributor of interactive entertainment products worldwide, and has grown considerably through a strong and diversified lineup. Ubisoft has offices in 26 countries and has sales in more than 55 countries. It is committed to delivering highquality, cutting-edge video game titles to consumers.

UBM TECHWEB GAME NETWORK

OFMR 8800 CONCOURSE

303 2nd St., Suite \$900 San Francisco, CA 94107 www.jointhegamenetwork.com

Rich McCarthy, Senior Director of Marketing; Sandra Lew, Senior Marketing Manager: Aaron Murawski, Global Sales Director

UBM TechWeb Game Network offers market-defining content and drives communities in the professional game industry through its awardwinning lineup of flagship products-including Game Developers Conference® (the world's largest professionals-only developer event). Game Developer magazine, Gamasutra.com, and Game Advertising Online.

O UNI-ART PRECISE PRODUCTS LTD. 2558 SOUTH

11/F. ~ 12/F. Yue Xiu Industrial Building, 87 Hung To Rd Kwun Tong, Kowloon Hong Kong www.arkon.com.hk

Simon Chan, Senior Marketing Manager; Jacky Tse, Marketing Manager

Uni-Art Precise Products Ltd. is a leading manufacturer and exporter of wireless headphones and speakers, wireless professional transmission systems, and audio video connection products, in both Hong Kong and China. They have been awarded ISO9001 and ISO14001 certificates.

UNIS TECHNOLOGY **5630 WEST**

No. 85 Minke East Rd., Civil Science & Technology Park, Dongming North Rd. Shiqi District 528402 Zhongshan, Guangdong China www.zs-shivu.com/en/ introduce

Simon Lau, International Business Department Contact: Steven Tan, International Business Department Contact

Universal Space (UNIS) is a leading Chinese-based manufacturer of amusement machines. Having been in the amusement business for over 19 years, the organization has grown to become a well-recognized brand within the industry, with creative and high-tech R&D. a worldwide sales network, high-quality controlled manufacturing, and exemplary FEC operating.

VALVE PMR 501B

10900 NE 4th St. Bellevue, WA 98005 www.valvesoftware.com



P.O. Box 860 North Plains. OR 97133 971-269-0000 www.vefxi.com

Lorenzo Traina, VP, Strategic Development; Rich Smith, VP, Business Development

VEFXI, the leading manufacturer of high-quality 2D-to-3D real-time converters and video system products, will showcase its newest model, 3D-Bee Diamond, with stunning new depth and pop-out capabilities for the technical 3D gamer. Also showing: VEFXI's real-time 2D-to-3D video editing system, with real-time 3D playback and keyframe editing.

VIDEO GAME VOTERS NETWORK WEST LOBBY

575 711 61 151

575 7th St. NW, Suite 300 Washington, DC 20004 202-223-2400 www.videogamevoters.org

VIDEOGAME HISTORY

5400 WEST

90 Judith Ln. Valley Stream, NY 11580 516-568-9768 www.vghmuseum.org

John Hardie, Director; Sean Kelly, Director; Joe Santulli, Director

The Videogame History Museum is a 501(c)(3) non-profit organ zation dedicated to preserving and archiving the history of the video game industry, as well as honoring the people who helped create it. The museum boasts over 20,000 items, including numerous prototypes, software libraries, design documents, and memorabilia.

VIRTUAL PIGGY

3253 SOUTH

15 W. Highland Ave. Philadelphia, PA 19118 215-247-5500 www.virtualpiggy.com

Jo Webber, CEO & Co-Founder; Pradeep Ittycheria, CTO & Co-Founder; Tom Keefer, Executive VP, Sales

Virtual Piggy Inc. has the first e-commerce solution that enables kids to manage and spend money online within a parent-controlled environment. It allows e-commerce merchants to function in a COPPA-compliant manner while allowing the credit card-less generation to play, socialize, and transact online with parental oversight and control.

VIRTUOS OFMR 8101 CONCOURSE

10/F, 1326 West Yanan Rd. 200030 Shanghai China +86-2152583300 www.virtuosgames.com

Gilles Langourieux, CEO; Damien de Froberville, Managing Director; Sebastian Sallovitz, Account Manager; Philippe Angely, Head of Sales, Europe and Asia

Virtuos is one of the largest providers of digital entertainment production services, specializing in 3D art and game development. Virtuos' clients include 15 of the top 20 publishers worldwide. Virtuos develops for consoles, Facebook, and mobile platforms. The company has over 900 employees in Shanghai, Chengdu, Saigon, Paris, Vancouver, and Tokyo.

VIVITOUCH (ARTIFICIAL MUSCLE, INC. I A BAYER MATERIAL SCIENCE COMPANY) 2859 SOUTH

749 N. Mary Ave. Sunnyvale, CA 94085 www.vivitouch.com

David Humphreys, Director of Global Sales

ViviTouch™ intensifies the mobile gaming experience by immersing players with a revolutionary type of tactile feedback, bringing a high-definition feel to a world of HD audio and video. This innovative technology is ideal for gaming devices like smartphones, tablets, console controllers, and headsets. Visit vivitouch.com to learn more.

WAHLAP (GUANG ZHOU) 5630 WEST

H1 Startoon City, No. 143 Yingxing Dong Rd. Donghuan St. 511400 Panyu, Guangzhou China game.wan ap.com/en

WARGAMING.NET

548 Market St. #31031 San Francisco, CA 94104 www.wargaming.net

Mike Turner, VP of Business Development; Arthur Pratapopau, Public Relations Manager

Wargaming.net® is an awardwinning online game developer and publisher, and one of the leaders in the free-toplay MMO market. Currently, Wargaming.net is focused on establishing the MMO war trilogy that includes the flagship armored World of Tanks, the flight combat World of Warplanes, and the naval World of Battleships—scheduled to release in 2013.

WARNER BROS. INTER-ACTIVE ENTERTAINMENT 2001 SOUTH, PMR 516

4000 Warner Blvd., Building 172 Burbank, CA 91505 818-954-6000

Martin Tremblay, President; Russell Arons, Senior VP, Worldwide Marketing & Public Relations; Samantha Ryan, Senior VP, Production & Development; Kevin Kebodeaux, Senior VP, Sales, Americas; Debra Baker, Senior VP, Business Development

Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment Group, is a premier worldwide publisher, developer, licensor, and distributor of entertainment content for the interactive space across all current and future platforms, including console, handheld, and PC-based gaming for both internal and third-party game titles.

WEBZEN INC. 5604 WEST

7~10F DTC Tower 676 Sampyeong-dong Bundang-gu Seongnam, Gyeonggi-do 463-400 South Korea www.webzen.com

WEMADE ENTERTAINMENT 2847 SOUTH, OFMR 8816 CONCOURSE

7 F Mario Tower, 222-12 Guro-dong Guro-gu, Seoul 152-848 South Korea www.wemade.com

Kisung Kim, CEO; Gene J Kim, VP; Jay Suk, VP

WeMade Entertainment is a Korean online and mobile game developer/service provider for the local and global market. Its masterpiece Legend of Mir2 attracted over 1.2 million users across Asia. WeMade is currently preparing for more than 20 mobile titles, and strives to set a new standard for the mobile game industry.

WILL TECH OFMR 8001 CONCOURSE

385 S. Los Robles Ave., Suite 2 Pasadena, CA 91101 626-796-7177 www.willtechnology.net

Janet Young, General Manager, USA; Edward Qu, Managing Director

WIZARDS OF THE COAST LLC

OFMR 8513 CONCOURSE

1600 Lind Ave. SW, Suite 400 Renton, WA 98057 www.wizards.com

Tolena Thorburn, Senior Communications Manager; Paul Levy, Brand Manager, Magic: The Gathering; Adam Dixon, Brand Manager, Magic: The Gathering; Jerome Lalin, VP, Marketing; Greg Leeds, President

WONDERSHARE GAMES CO., LTD. 2763 SOUTH

5F, Block A, TCL Building Gaoxin Ave. 1S, Nanshan District Shenzhen, Guangdong 518057 China www.wsgame.com

X-GAMES INC.

2563 SOUTH

8324 NW 68th St. Miami, FL 33166 305-477-2523 www.x-gamesinc.com

Walter Caridad, President; Fernando del Bosque, VP; Mauricio Flores, Sales Executive

With a 4,000 square-foot facility based in Miami, Florida, X-Games Inc. is a video game logistics company fulfilling distribution needs in Mexico, the Caribbean, and Central and South America. Established in 2004, the company has a long history in the distribution of video games, long-term relationships, and extensive market knowledge of the region.

XPEC

OFMR 8808 CONCOURSE

6F, No. 53. Nanjing East Rd., Sec. 2 Taipei, Taiwan 104 +886-225232378 www.xpec.com

Gordon Lin, BD Manager; Catherine Hsu, BD Manager; Wonder Lin, President

XPEC is one of the leading game developers in the Great China Area, with well-known titles on the PC and all console platforms, including Skylanders: Spyro's Adventure for PlayStation 3 and Xbox 360, and Bounty Hounds Online for PC. Founded in Taipel, Taiwan in August 2000, XPEC now has offices in Taiwan, Suzhou, and Beijing, with over 700 employees.

XSEED GAMES

OFMR 8504 CONCOURSE

3655 Torrance Blvd. Suite 140 Torrance, CA 90503 310-792-7780 www.xseedgames.com

Ken Berry, Executive VP; Kenji Hosoi, Localization Manager; Jimmy Soga, Product Manager

XSEED Games was formed in 2004 to cross-pollinate the avid gaming cultures of Japan and North America. Delivering unique, innovative titles across multiple platforms and genres, XSEED Games is dedicated to publishing products that appeal to and enrich the North American market.

XSOLLA

555 SOUTH

22020 Clarendon St., Suite 201 Woodland Hills, CA 91367 818-435-6613 www.xsolla.com

Jason Morrell, Account
Manager & Business Development; Sarah Miller, Business Development Specialist;
Helen Alyasheva, Business
Development Specialist; Jordan
Metzner, Product and Partnerships; David Turner, Manager,
Marketing & Social Media

Xsolla is the leader in global in-game payment optimization. Xsolla's easily integrated products dramatically increase payment conversion by localizing and simplifying transactions for each unique user. Xsolla collaborates with over 300 payment service providers to offer solutions via credit card, mobile payments, e-wallet, cash, klosks, and more.

YOGSCAST LTD

2362 **SOUTH**

1137 N. Central Ave. #104 Glendale, CA 91202 310-754-6005 www.yognaughts.com

Kristafer Vale, Lead Developer; Lewis Brindley, CEO & Co-Founder; Simon Lane, Co-Founder; Hannah Rutherford, Business Manager

Yogscast LTD is a global indie game developer, currently producing its first self-published title, Yognaughts Adventures! Yogscast LTD was originally founded by Lewis Brindley and Simon Lane, initially as a podcast loosely based around games and gaming.

ZEN STUDIOS OFMR 8508 CONCOURSE

24480 Pela Dr. Mi Wuk Village, CA 95346 www.zenstudios.com

Mel Kirk, VP, Marketing and Public Relations; Neil Sorens, Creative Director; Zsolt Kigyossy, Managing Director; Viktor Györei, Head of Studio

Zen Studios is a global producer and digital publisher of interactive entertainment software for all leading game platforms. The company is headquartered in Budapest, Hungary, with offices in North America. Zen's *Pinball FX2* franchise on Xbox Live Arcade has garnered numerous awards, and was named the best-selling game of 2011.

ZQ GAME OFMR 8313 CONCOURSE

222 N. Sepulveda Blvd. Suite 1755 El Segundo, CA 90245 310-414-9226 www.zqgame.com

Michael Zhang, VP; Shannon Chen, Director of Marketing; Lulin Wu, Business Development Manager; Xin Liu, Director of Technical; KJ.Justin Lin, Manager of Products Dept,

ZQ Game was founded in 2003, and has since crafted over 30 online games for players to enjoy around the world. In 2010, ZQ Game successfully filed an initial public offering and became the first native Chinese online gaming company to go public on the Chinese stock exchange in Shenzhen, under the stock code 300052.

ZYNGA PMR 519

699 8th St. San Francisco, CA 94103 www.zynga.com





LOCKED AND LOADED

CITY INTERACTIVE SETS ITS SIGHTS ON THE FPS

ity Interactive's lineup at E3 this year showcases four games that spin in very different directions, including titles that offer intense action, sniper missions, and science-fiction environments/settings.

Following its debut last year, Sniper: Ghost Warrior 2 returns to E3 2012, now offering a more hands-on experience of the title's intense gameplay prior to its August 21 release. The game features a mercenary sniper who must work with a spotter to plan silent, precise missions in a variety of settings. Sniper: Ghost Warrior 2 will play on Xbox 360, PlayStation 3, and PC.

Enemy Front takes players back in time to World War II for an action-packed experience on the three platforms mentioned above, with a campaign that spans multiple years and includes a mix

of ranged gunplay and close-quarters combat, plus vehicular enemies to dismantle. The high-stakes shooter is also due out in this year's third quarter.

City Interactive also offers E3 showgoers a sci-fi shooter in the works called Allen Fear, due out this fall on PC, Xbox Live Arcade, and PlayStation Network. This new title aims to keep the combat fast and frenzied throughout. Finally, the publisher is showing its free-to-play milltary shooter, World of Mercenaries, which will run on the Steam service for PC.

With the breadth of the four titles it is offering at this year's show, City Interactive is once again demonstrating its successful approach to satisfying first-person shooter fans of all stripes with unique scenarios, platforms, and delivery systems.

FINE FOCUS

FOCUS HOME INTERACTIVE BRINGS FRESH FANTASY FUN





rom just outside Paris, France, comes Focus Home Interactive, an independent publisher with more than 15 years of fan-favorites under its beit. Building on this strong foundation, Focus Home is showcasing several new titles at this year's E3, with emphasis on sure-to-please fantasy game worlds.

The downloadable release Realms of Ancient War is set to bring the classic horror action genre to vibrant life on the Xbox 360, PlayStation 3, and PC this August. The world lies broken from war, with grand kingdoms reduced to hives of looting and pillaging. But amidst the rubble, an even greater threat looms. Players create a Warrior, Sorcerer, or

Rogue character and set off to subdue the chaos—either alone or with friends via online cooperative play. Characters gain new items and abilities from defeated foes, and a novel "incarnation" skill grants the ability to take control of certain enemies.

The fantasy action continues in *Of Orcs* and *Men*, a new action-role-playing game for the Xbox 360, PlayStation 3, and PC. Players assume control of a veteran orc warrior, fighting to protect orcs and goblinkind alike from the persecution of humans. Players must dethrone the greatest oppressor of all: the Emperor of Humankind. A speedy, stealthy goblin companion complements the orc warrior's brute strength, and players will

use the pair's unique skills to overcome numerous challenges.

"Fantasy Football" takes on new meaning in Blood Bowl 2. Based on the popular Games Workshop board game, Blood Bowl 2 brings dwarves, elves, orcs, and more into a no-holds-barred, team-based gridiron battle. Finally, Farming Simulator 2013 returns to realism by giving players an agricultural facility to manage. New vehicles and more livestock give players even more ways to become king of the crop. From orcs, sorcerers, goblins, and elves to football and farming, Focus Home offers the best of all possible worlds to fans of fantasy at E3 this year.

The Global Video Games Industry Network





News, opinion, research and analysis from around the world served up any way you like it











TWITCHTV FEATURES PARADOX'S SHOWDOWN EFFECT

POPULAR E-GAME BROADCAST SITE BRINGS NEW LEVELS OF GAMESMANSHIP

witchTV—the popular online broadcasting platform that allows gamers to watch digital athletes face off on hit games such as StarCraft II and Call of Duty: Black Ops-has revealed that Paradox Interactive's new title The Showdown Effect will ship with full TwitchTV integration. The Showdown Effect is a madcap PC brawler that juxtaposes bazooka-wielding medieval knights and modern day cops. Due in early 2013, the title is one of the first to offer full compatibility with TwitchTV. Additional publishers such as Ubisoft, Electronic Arts, 2K Games, Sega, and Capcom also have TwitchTV-integrated titles planned.

TwitchTV-created by Justin Kan and Emmett Shear, two of the cofounders of the online broadcasting service Justin.tv-also announced that the company will partner with computer hardware company Alienware to offer \$50,000 in scholarships, divided among five students

"based on criteria spanning both academic and gaming achievements."

"Competitive video gaming, also known as eSports, has evolved into a massive industry with an incredibly passionate fan base," said Shear, CEO of TwitchTV, "Being gamers ourselves, we want to support the garning community in any way we can. Our goal is to encourage the top players to pursue higher education while continuing to compete at the highest levels of gaming."

TwitchTV launched in June 2011, becoming the world's largest video game broadcasting community. It has gone on to attract 12 million unique viewers per month. The service spans genres like real-time strategy, fighting games, first-person shooters, and even single-player games. Castlevania, League of Legends, Street Fighter, and many other titles are among the games most watched by the TwitchTV audience.







www.theESA.com

Michael D. Gallagher

Rich Taylor

o mmunications and Industry Affairs

1ed a Relations and E -nt Managemer

Jeff Woodbury

Christian Genetski

Julie Setren Kitt

IDG World Expo Corporation

Mary Dolaher

Madeline Kruzel

nd General Manager, L

Carolyn Rauch

Donna Moschella

adent Finance

Suzanne Levecque

Mariella Ley

hir Manage

Alida Roberts

Maureen McNeit

egistration Manage

Ron Moreau 11 - Directr FSA Members

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Ellen Moorehead

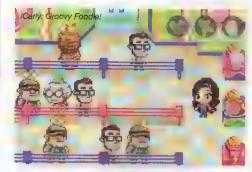
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KIDS' CHOICE

D3PUBLISHER BRINGS KIDS' TV FAVORITES TO LIFE

here is no doubt that Nickelodeon, DreamWorks, and The Cartoon Network know what kids like—and this year, D3Publisher of America, Inc., partners with all three to expand its impressive catalog.

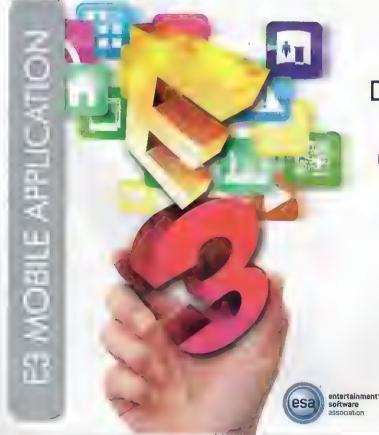
Leading the way is Ben 10: Omniverse, wherein players help the titular Ben Tennyson and his plumber sidekick Rook negotiate the alien city of Undertown. The game features 13 playable alien heroes, a two-player co-op option, and myriad nifty weapons and gadgets. Players with a Nintendo 3DS, Nintendo DS, Nintendo Wii, Microsoft Xbox 360, or Sony PlayStation 3 will jump into the Omniverse this fall, with Nintendo Wil U players following during the holiday season.

Adding to the fun, D3Publisher and DreamWorks join forces in 2012 and 2013 for three new movie-based titles. *Madagascar 3: Europe's Most Wanted* takes players on a wild adventure with Alex, Marty, Melman, and Gloria when

they all join a traveling circus. Players looking for more fairy tale-style adventures will help Jack Frost and the Tooth Fairy protect children from Pitch, the Nightmare King in Rise of the Guardians: The Video Game. Finally, The Croods takes players to the "Croodacious" era where they help a prehistoric family survive in an everchanging world.

Last but definitely not least, the hit live-action TV show iCarly also gets the D3Publisher treatment in iCarly: Groovy Foodie! Launching June 12, this action-puzzle game let players become teen stars Carly and Sam, and challenges them to prepare wacky dishes for crowds of hungry customers. iCarly: Groovy Foodie! is a Nintendo DS exclusive.

With its strong focus on family-friendly entertainment, D3Publisher's lineup for 2012 will offer hours of entertainment through a wide variety of games to klds around the country this year, bringing some of their favorite TV friends to life.



Download the official E3 2012 app today.

Downloading the E3 2012 Mobile App is easy!

For iPhone, iPad or iPod Touch users, visit the App Store and search for E3 2012. For all other web-enabled phones, point your phone's browser to: m.core-apps.com/E32012

Or scan this:







BRAVES, ROYALS, AND EPICS

DISNEY INTERACTIVE BRINGS BELOVED CHARACTERS TO NEW HORIZONS

isney Interactive Media
Group has unquestionably
mastered the magic of
transforming iconic Disney
characters and stories into highly
playable games. This year's E3
sees the company bringing to life
classic and brand-new characters
like never before.

Disney Epic Mickey for Wii sold more than a million copies in North America alone, and Disney Interactive is looking to expand the title's popularity this September with the newly announced sequel, Disney Epic Mickey 2: The Power of Two. In this new version, players control Mickey Mouse and —for the first time—they can also play Oswald the Lucky Rabbit.

The drop-in, drop-out cooperative gameplay allows one or two players to explore familiar Wasteland environments from the original Disney Epic Mickey, as well as all-new areas inspired by classic Disney shorts. Players are free to make choices about interacting with the various characters and environmental elements as they please, but with every action comes a potential consequence to consider. The new game's adventures unfold across multiple platforms: Xbox 360, PlayStation 3, and Nintendo Wli. The Power of Two is under development by Junction Point Studios and overseen by legendary game designer Warren Spector.

The Nintendo 3DS console gets its own adventure in Disney Epic

Mickey: Power of Illusion. This title takes Mickey Mouse back to the beloved Castle of Illusion, which has fallen into the Waste and. Players combat the minlons of the wicked witch Mizrabel, using the power of the Nintendo 3DS stylus to draw and create objects that transform into Disney-style illustrations. Harnessing the system's unique 3D disp ay capabilities, players then watch their creations transform into full 3D objects which integrate seamlessly into the adventure gameplay. Disney Epic Mickey: Power of Illusion will be available this fall

Mickey Mouse is not the only character getting the royal treatment. A whole troupe of Disney damsels debut on game consoles this fall in Disney Princess: My Fairytale Adventure for Nintendo 3DS, Nintendo Wii. and PC. Ariel, Belle, Cinderella, Rapunzel, and Tiara are in quite a predicament; Someone has cast a wicked spell over their collective kingdoms. Stepping into the shoes of the Fairy Godmother's apprentice, players use a magic wand to interact with the characters and try to set things right again. With the completion of various quest objectives and minigames, players are rewarded with magic dems, which can be spent on items and upgrades for their avatars and rooms.

Finally, hot on the heels of Disney and Pixar's newest film Brave comes a video game adaptation featuring skilled archer Merida. Available this summer for the Xbox 360, PlayStation 3, Nintendo DS, Nintendo Wil, and PC, the game allows one or two players to take control of Merida and a companion Will-O'-the-Wisp, expertly wielding bows and swords to break a curse that threatens all of mythical Scotland. In addition, Brave is feature-enhanced for the Xbox 360 Kinect and PlayStation Move, offering

players special archery mini-games designed especially for use with those peripherals.

With Epic Mickey, a Fairytale team of princesses and a Brave new archer leading the way, the enduring magic of Disney lives on—in all its next-gen glory—in Disney interactive's booth at E3 2012.





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2012







LUCASARTS SHOWS THE DARK SIDE

STAR WARS 1313 DELVES INTO THE SERIES' UNDERWORLD

ucasArts' popular Star Wars games have revolved around exploring the Force and its wielders. However, for many committed fans, an intriguing underside of the Star Wars world remains uncharted. The hit films have made countless fans yearn to experience more of the story surrounding the series' fabled bounty hunters, and in the upcoming third-person action game, Star Wars 1313, they get to do just that.

Named for Level 13, the criminal underground of the planet Coruscant, Star Wars 1313 is set deep beneath the surface of the glittering city-planet and gives players the opportunity to don the battle-scarred armor of a dangerous bounty hunter. With no access to the Force, players must rely on an arsenal of specialized bounty hunter weapons and gadgets to uncover a criminal conspiracy and

survive the myriad dangers of Level 13. LucasArts representatives say the game features immersive gameplay, top-quality animation and effects, cutting-edge body performance-capture techniques, movie-quality lighting methods, epic set pleces, fast-paced combat, and a uniquely dynamic cover system.

Leveraging the Unreal engine and the combined talents of the entire Lucas organization—Lucasfilm, LucasArts, Industrial Light & Magic, Skywalker Sound, and Lucasfilm Animation—LucasArts brings us an intriguing look at Star Wars' criminal underworld. Lucasfilm's Vice President of Global Publishing, Mary Bihr, explains the collaboration.

"Star Wars 1313 is particularly special to us, as we are able to leverage talent and technologies from the entire Lucasfilm organization to bring a completely immersive experience to gamers. We're fully integrating with artists that have worked on major blockbuster films to deliver a higher level of realism and visual fidelity. It's not just the right set of tools, but the right talent and the right experience that help set a new high bar for games. At E3, we can't wait to show one of our projects that reflects this collaboration and what we believe will truly set us apart from anything we've done before."

While details are currently under wraps regarding final release dates and platforms, Star Wars 1313 is sure to be an exciting launch of what could ultimately become an entirely new Star Wars video game story line—and the unveiling of a darker side to the celebrated Star Wars Expanded Universe.

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Executive Editor, E3 Show Daily Pattie Tobias Renouard

Writers
Ray Barnholt
Andrew Hayward
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Neilie Johnson
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Eric Neigher
Evan Shamoon
David Wolinsky

Art Director Karen Chu

Photographers Christine Linnehan-Sununu Michael Flanagan

Lead Developer Tom Burnett

Senior Web Developer Christopher Lee

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